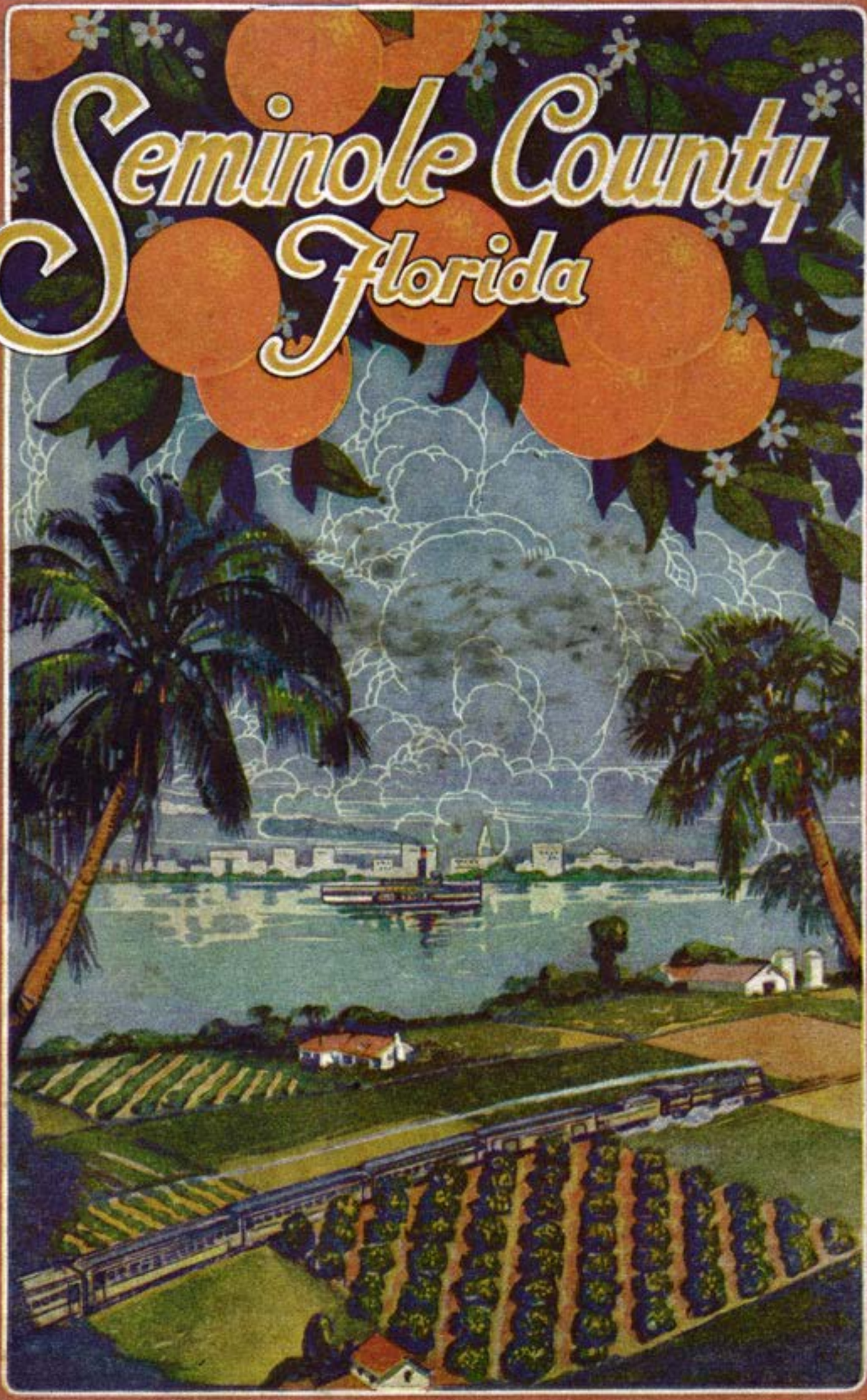
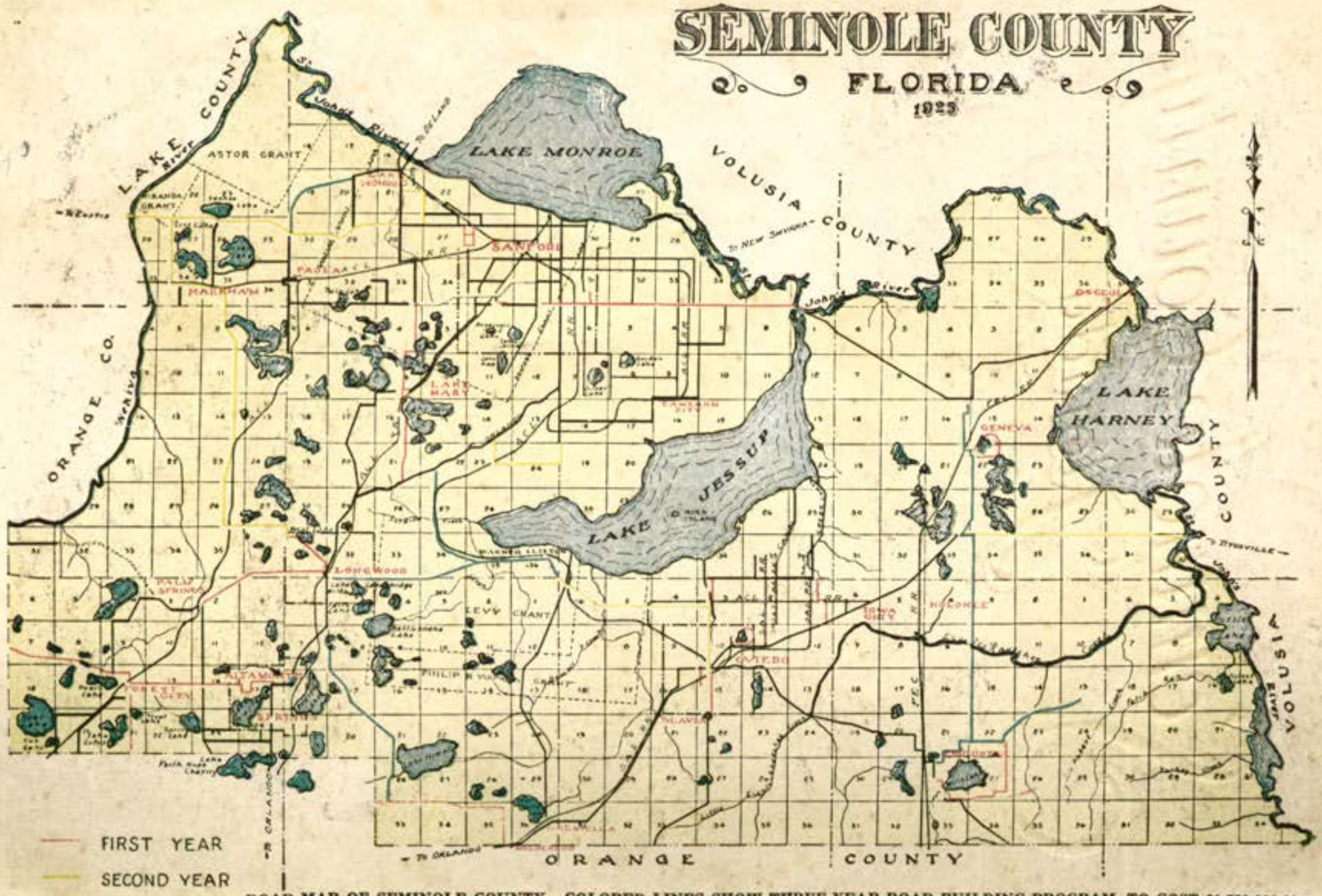
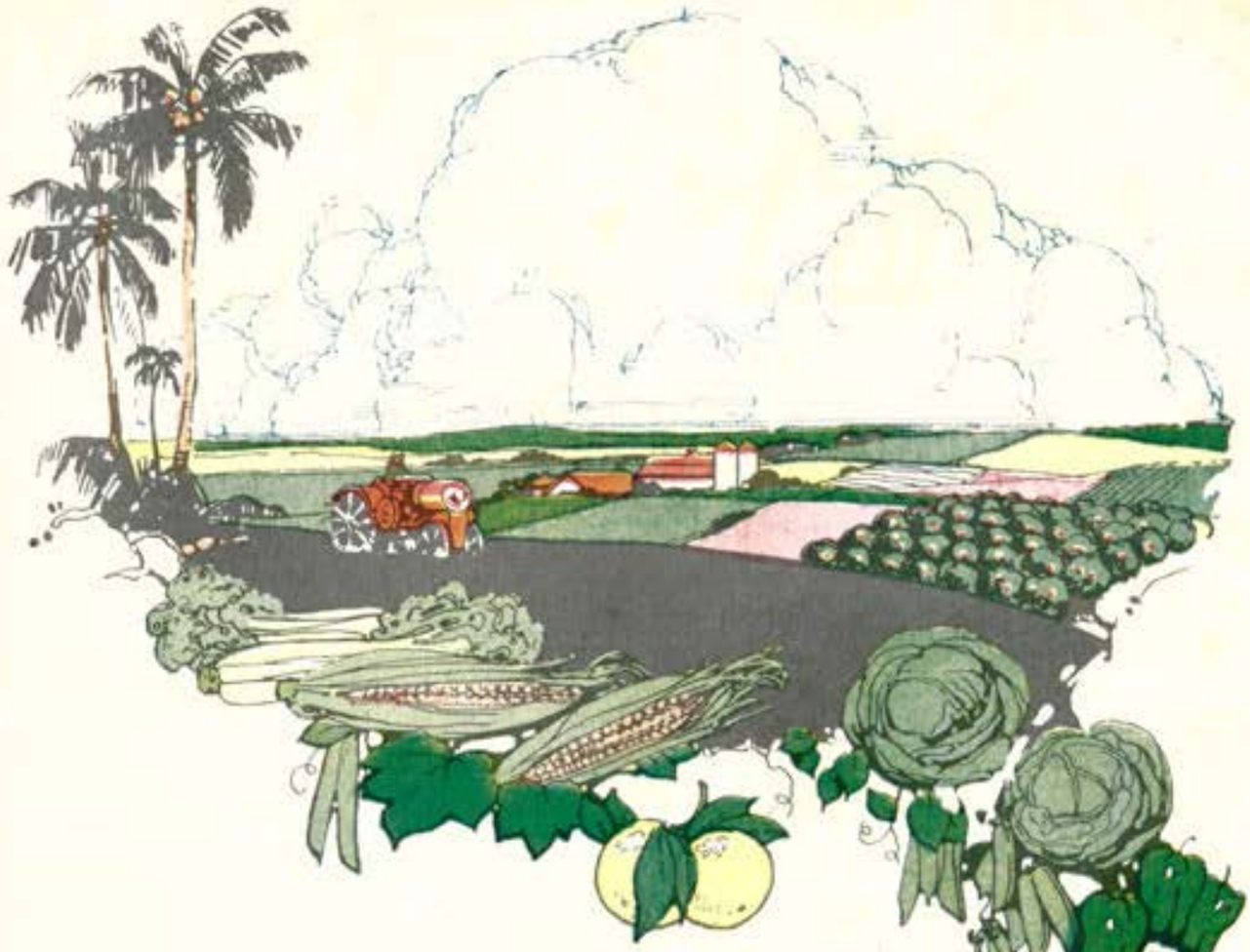
# Seminole County Florida





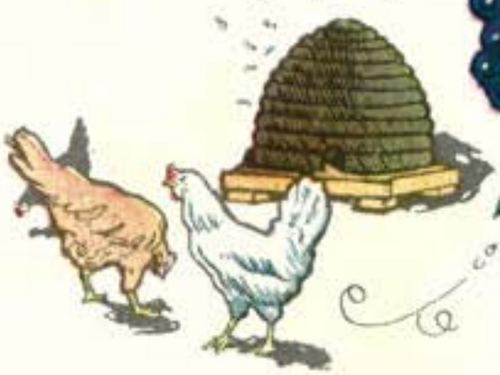

ROAD MAP OF SEMINOLE COUNTY. COLORED LINES SHOW THREE-YEAR ROAD BUILDING PROGRAM. TO COST $1,750,000.00



# SEMINOLE County

## "The Biggest little County in the State of FLORIDA"

GOVERNOR · John W. Martin



# *Seminole County*

SEMINOLE COUNTY is with but one exception the smallest county in the State in area, comprising approximately 360 square miles of territory. What it lacks in quantity, however, it makes up in quality, having the distinction of having for its size more farming lands developed, more good roads, good schools and transportation facilities than any other county in the State. Here one finds choice citrus lands, high rolling pine lands dotted with beautiful lakes and streams, low lands with flowing wells, where the system of subirrigation, subaeration and subdrainage can be applied—a system that is second to none in the world for the successful raising of winter vegetables to supply the markets of America at a time when the North is wrapped in a mantle of snow.

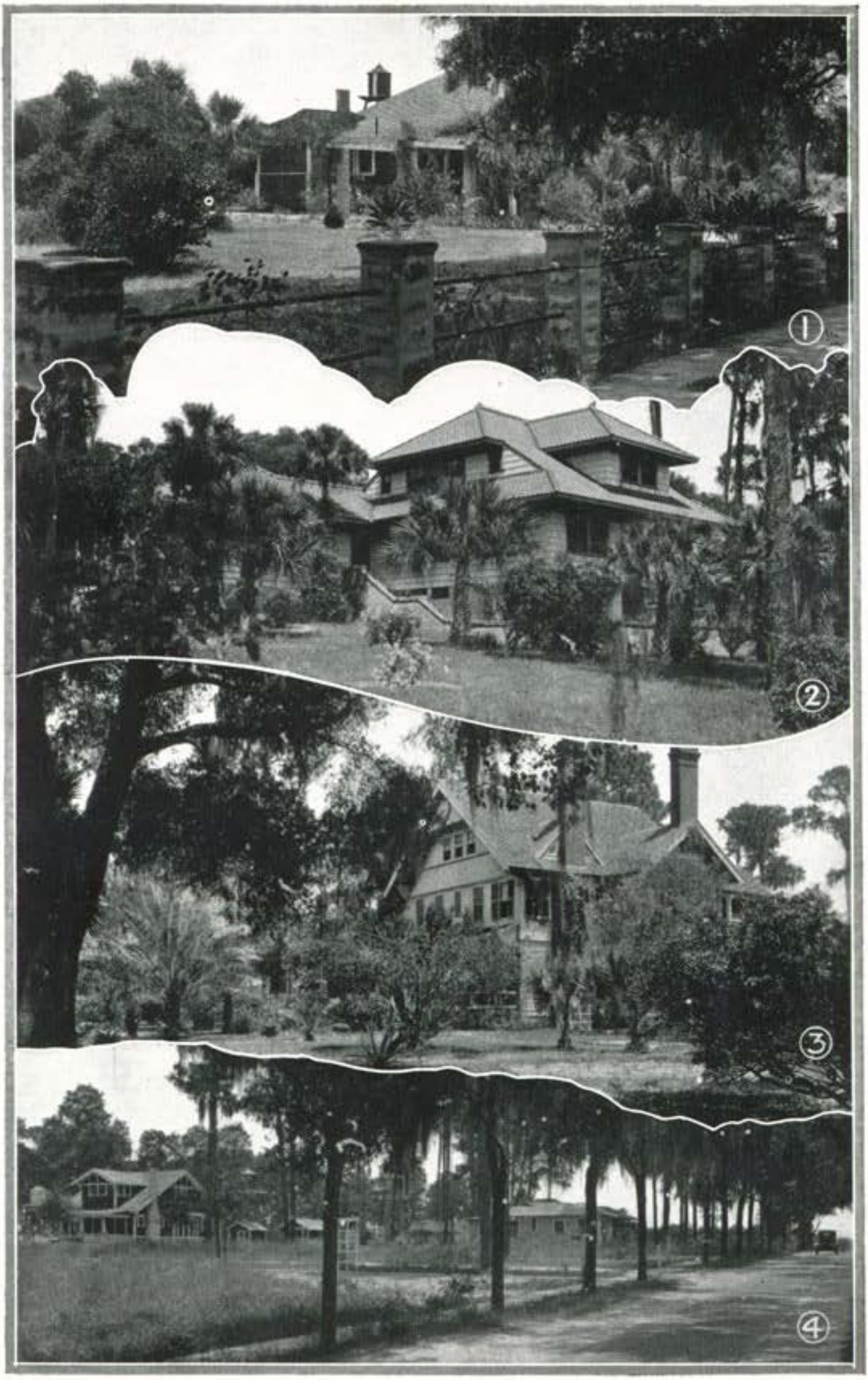
Within the borders of Seminole County are three of the largest fresh-water lakes in the State—Lake Mary, Lake Jessup and Lake Harney. These are supplemented by hundreds of large and small lakes that fairly dot the landscape—lakes fed by the clearest crystal waters with white sand bottom and rims of green foliage that make a most pleasing picture and one that never fails to attract the eye of the visitor.

The County also boasts of many industries, large and small, aside from farming and fruit growing. The investor will find in Seminole County offerings that will assure profitable returns. The smaller communities of the county have fine educational facilities. Rollins College and Stetson University, both eighteen miles from Sanford, are the principal institutions of higher learning for this section of the State.

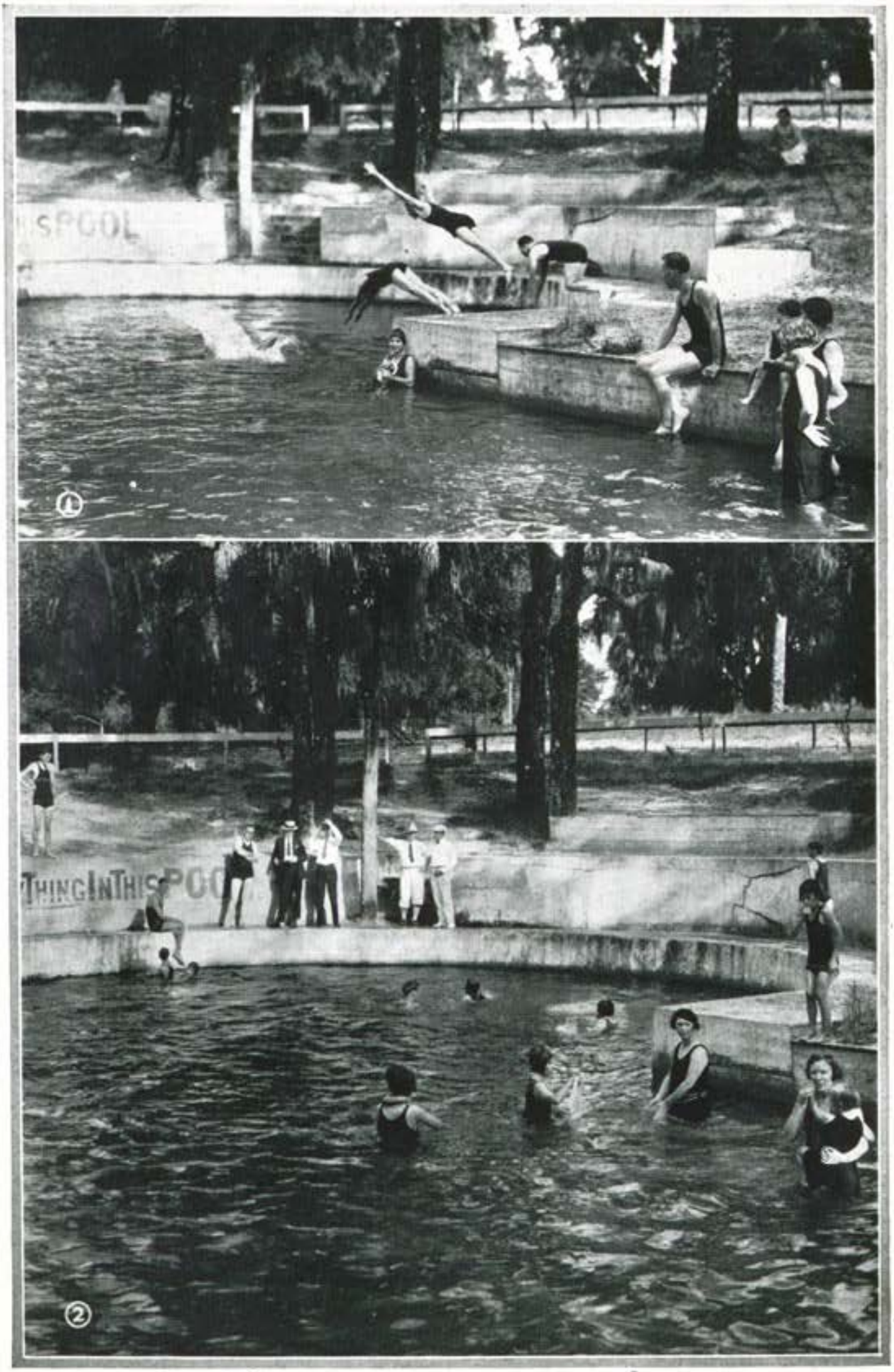
The citizenship of the county is of the highest, with a marked spirit of civic pride and possessing a reputation for hospitality. The population embraces former residents of practically every State in the Union.

Seminole County has a comprehensive system of hard roads, and is now beginning a program of new road construction covering a three-year period, and which when completed will represent an expenditure of $1,750,000, and will result in connecting every point in the county. Interstate travel north and south is made via three railway systems and the Clyde Steamship Line. In the matter of transportation Seminole County is particularly favored, and as a result it boasts many growing communities Public utility companies have extended electric light and power lines to all the outlying sections, permitting home owners in the urban sections to enjoy every city convenience.

**Seminole County is the largest vegetable-producing county in the State of Florida, and the second largest in total carlot shipments.**




**Beautiful Homes and Streets of Altamonte.**



Bathing in Sanlando Springs, near Altamonte and Longwood. This is one of the largest sulphur water springs in Florida, flowing 50,000 gallons per minute, with a constant temperature of 74 degrees the year round.

## ALTAMONTE SPRINGS

LOCATED very conveniently on the Dixie Highway (Jacksonville to Tampa branch) and on the main line of the Atlantic Coast Line Railroad, in the southern end of Seminole County and some twelve miles from Sanford, the county seat, lies the town of Altamonte Springs, one of those delightful places in which one is always tempted to linger.

Surrounding Altamonte, forming its "back country," are some of the finest citrus groves to be found in the State, thus demonstrating the fertility of the soil, which seems to be especially adapted to fruit growing and trucking. Here, too, are located a number of greenhouses producing large quantities of asparagus plumosus for house use and for shipment to the leading flower markets of the eastern and middle States. There is also some interest being shown in the raising of bulbs, which should be very prominent in future lists of Florida products.

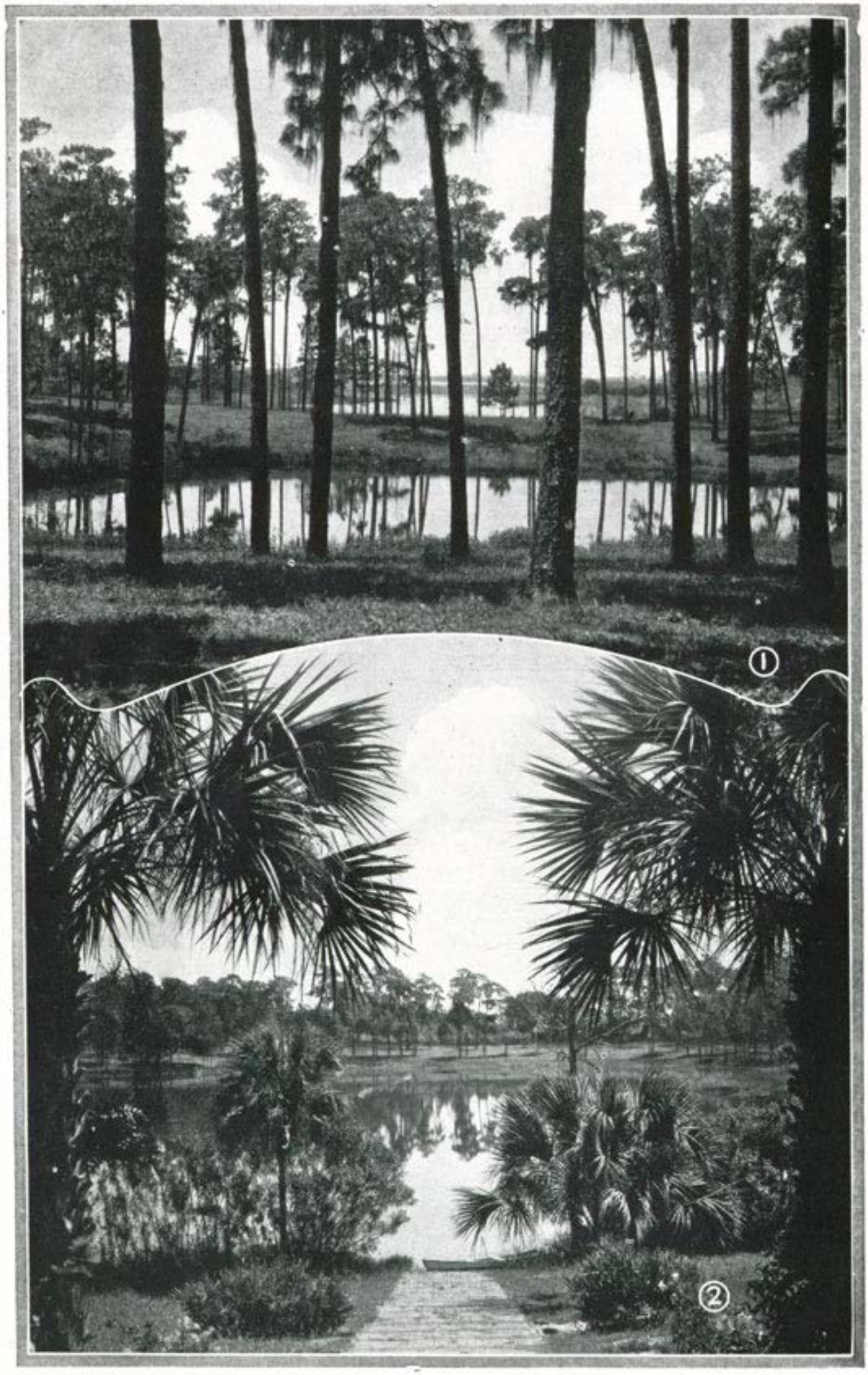
The land here is of the high pine type principally, with some high hammock. High land is always stressed in this section, which is very healthful. The original builders of the town must have appreciated this feature when they coined the name "Alta-Monte." The springs supply an abundance of pure water, delightfully cool and refreshing, and there are eight beautiful lakes within the corporate limits of the town.

A splendid new school building, modernly equipped, accommodates the children of the three towns—Forest City, Altamonte Springs and Longwood. A splendid tourist hotel offers the finest accommodations, having many features not usually found in hotels. A free golf course is maintained for the use of its guests and boats for the fishermen, who find much sport here.

Altamonte Springs has two civic organizations, the Chamber of Commerce and the Ladies' Auxiliary, both very active and willing to promote anything that promises to advance or be of benefit to the town.

## CHULUOTA

Chuluota, in the southeastern part of Seminole County, on the Florida East Coast Railway, and the paved road leading to the lower East Coast country and connecting with Sanford and the West Coast, is one of the active sections of the county. Offering so much to the grower of citrus fruits and winter vegetables and general farming crops this beautiful little settlement is also the delight of the tourist who favors fishing and hunting and the great outdoors. A fine new school of the very latest type, many stores, water system, three miles of new streets and lights and power for industries, Chuluota is destined to become one of the best cities in Seminole in the near future. Chuluota has many acres of high rolling pine lands with clay subsoil that will make excellent citrus lands and also offers hundreds of acres of flowing well land for the growing of all kinds of vegetables. These lands will also produce corn, peas and all kinds of forage crops, and the fertility of the soil and the many kinds of crops are best illustrated in the farms of the early settlers of that community who have lived and prospered in the Chuluota section for the past forty years. There are few places in Florida that offer so many beautiful lakes and flowing creeks and rivers as Chuluota. The Florida East Coast Railway, recognizing the superior advantages of Chuluota as a place of homes, has made plans for many big improvements that will place this part of the county on the map and make it one of the most popular resorts of interior Florida. A first-class hotel, the Chuluota Inn, takes care of the travelers and makes them residents after one day's visit to Chuluota, the Beautiful.




**Lake Orienta, Woods and Palms at Altamonte.**

One of the Oak-Shaded Drives at Altamonte.

## FOREST CITY

Located in the southwestern part of Seminole County, between Altamonte and Apopka, is a well-known citrus section of the county. Rolling country and land suitable for stock raising makes this part of the county popular for homes and farming and fruit raising. Poultry and livestock do well here and as the country is developed this phase of the farming game will receive more notice. A new hard-surfaced road system through Forest City will do much toward future development.

## GENEVA

In the northeastern part of Seminole County, nestling among the lakes of that region and near Lake Harney, is the fine little city of Geneva where orange groves vie with the general farming crops in making this section most desirable for a home. On the Florida East Coast Railway and on the county road from Sanford to the East Coast, Geneva has good transportation facilities and is easily accessible from any part of the State. Other industries have attracted folks to Geneva and the Wakefield Preserving Co., and Levy Brothers' packing plant demonstrate that jellies and preserves and meats can be packed as well in the smaller communities as in the larger ones. Several large packing houses for citrus fruits indicate the success of growers of fruits and complete the

industrial picture of this fine community. Geneva offers much to the tourist. The beautiful lakes and creeks and high rolling lands have attracted many investors during the past few years, and new homes and activity along all lines are noted. Geneva is connected with Sanford by a brick road over which bus lines connect with the Florida East Coast Railway and other hard roads radiate to the East and West Coasts, giving this section good transportation.

Poultry raising, general farm crops, trucking and citrus fruits are among the inducements offered to the folks who want to live in Geneva and to the tourist the best of fishing and hunting on the lakes and rivers and an outlet to the St. Johns River through Lake Harney where there is no prettier scenery, no better boating and fishing and all kinds of outdoor sport in this country. Good school facilities, community club, churches, stores, complete the picture of one of Seminole's progressive communities and one that is growing rapidly.

## GABRIELLA

Gabriella, a rapidly growing community in the most southern section of Seminole County, has a population of nearly 300, with new homes being built and new families coming every day.

Citrus groves covering 1,000 acres yield approximately 100,000 boxes of fine fruit each year, which are shipped through the packing houses at Winter Park and Oviedo. Good trucking land can be bought at reasonable prices, on which two or three crops can be raised yearly.

Lakes Howell and Bear Gully, famous for big fish, and six other large lakes furnish thirty-six miles of lake-front property, making wonderful sites for winter homes.

Hard-surfaced roads lead to Sanford, Oviedo, Maitland and Winter Park. A school bus takes pupils to accredited grade and high schools or to Rollins College at Winter Park, which city has recently extended its limits into the Gabriella District, giving residents of this district the benefits of a public library, reading room, churches of five denominations, and other advantages enjoyed by the citizens of Winter Park.

## LONGWOOD

Longwood was homesteaded in 1873 by a gentleman who is still active in business at this place. The postoffice was established in 1874 and named after a Massachusetts town of the same name.

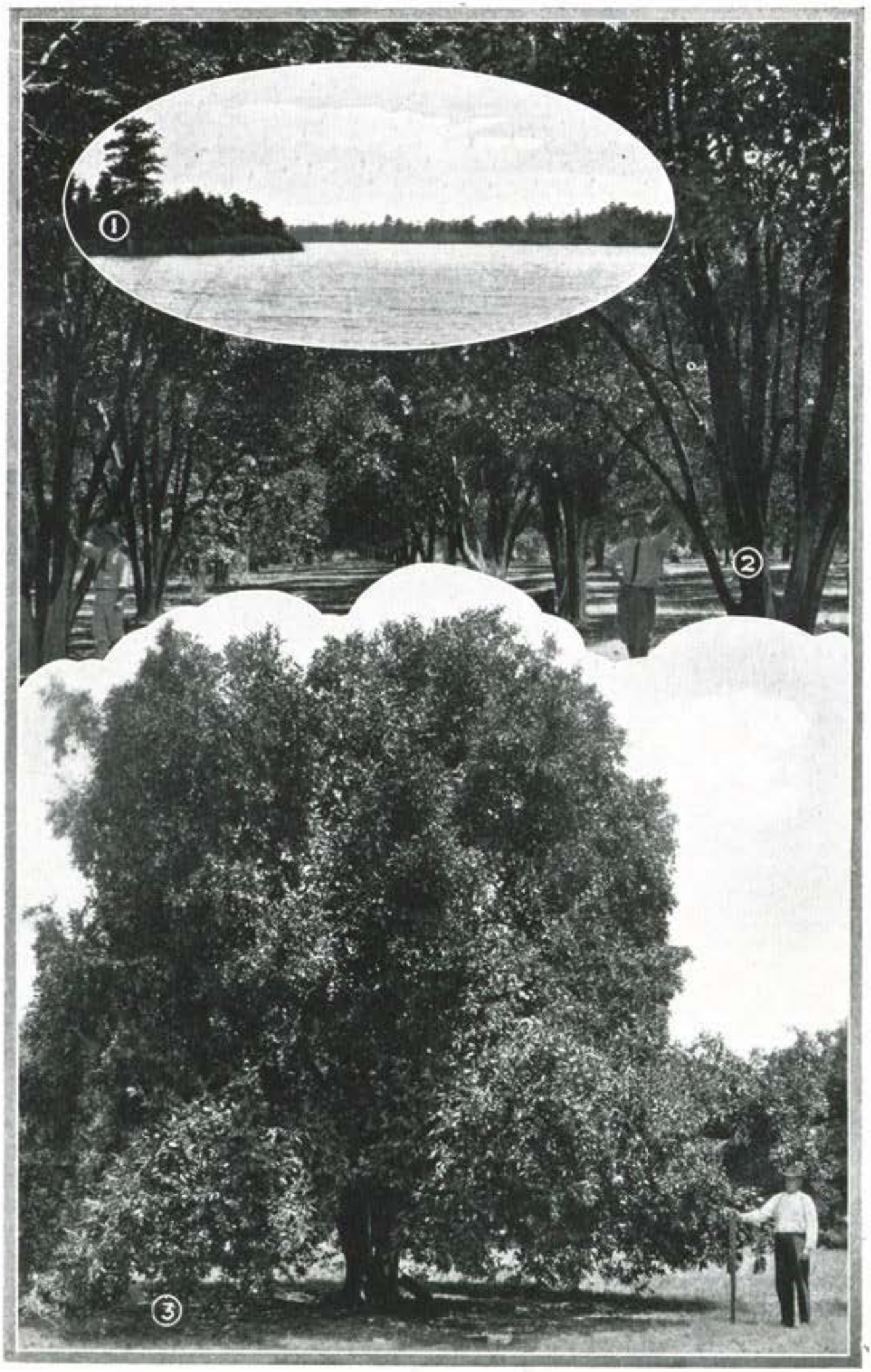
Longwood is located on the main artery of travel between Jacksonville and Tampa, being ten miles south of Sanford and eleven miles north of Orlando, in what is known as the ridge section of Seminole County. The Atlantic Coast Line Railroad maintains a station at this point, the Dixie Highway passes through the center of the town, and the State Highway will also be built through Longwood, thus making it accessible to all parts of the State.

Longwood has a postoffice, telegraph office, sawmill and lumber yard with hardware, handle factory, four stores, restaurant, garage, filling station, public library, Women's Civic League, community band, Masonic Lodge, school, two churches, and a very comfortable hotel where the cost of living for a week, month or season will not detract from the enjoyment of one's vacation.

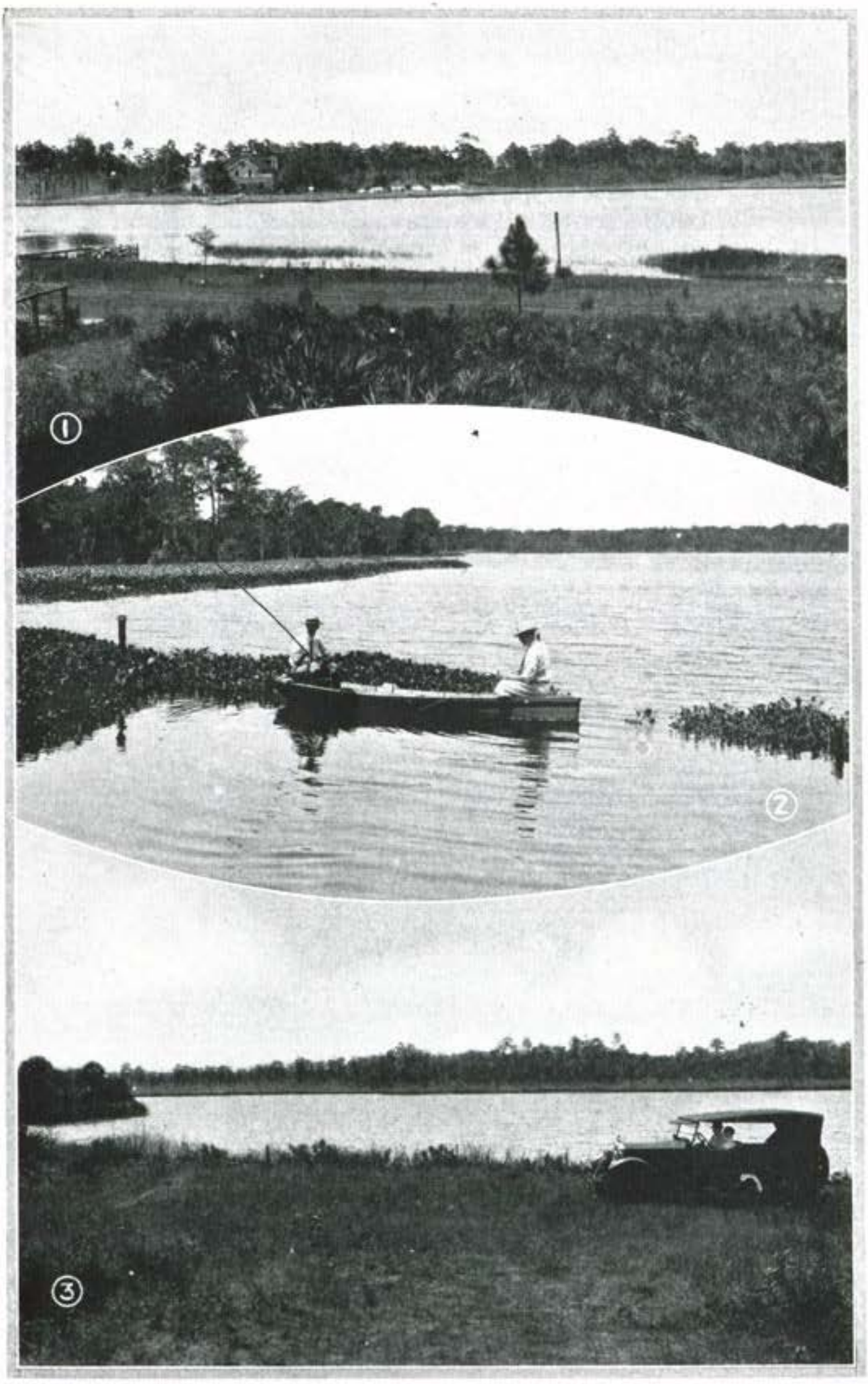
Longwood is nationally known as the poultry center of the State. The exhibitors from Longwood have not only won the coveted blue ribbon but the sweepstakes as well at many of the big shows throughout America.

Longwood is located in a section where farming can be specialized in and where the land is suited for the highest culture of citrus fruits and berries, including the delicate tropical banana. It is surrounded by clear-water lakes, being also near Lake Jessup and the Wekiwa River, affording wonderful fishing for the lovers of this sport.

Longwood is splendidly served by public utilities. It has electric power for home and manufacturing purposes, and the city has voted bonds to install a municipal water system. The water for domestic purposes stands a very high test. This is a point worthy of consideration.




No. 1. Horseshoe Lake, Chuluota. No. 2. An Old Grove at Chuluota. No. 3. Mammoth Seedling Tree Forty Years Old, Which Produced $62.00 Worth of Fruit This Year




No. 1. Lake Catherine at Chuluota. No. 2. Mills Lake—Famous for Its Fish.
No. 3. Ideal Lake Front Property for Winter Homes at Chuluota.

## LAKE MARY

Ideally located on Lake Mary and Crystal Lake, with frontage on both, and on the main line of the Atlantic Coast Line Railway, about four miles from Sanford, is the thriving little city of Lake Mary. Near the Sanford Country Club, nestling among orange groves and clear-water lakes, this particular section of Seminole County offers much to the tourist and home-seeker, and just now is experiencing a remarkable growth, with many new homes being built on the shores of the lakes and in the city proper. New stores, new streets, a new church, one of the finest school houses in the county and other improvements show the visitor that Lake Mary is one of the most progressive communities in the County.

With miles of good roads in and around Lake Mary, with electric lights and waterworks system, with drinking water that analyzes 99.5 per cent pure, a casino and bathing on Crystal Lake, the many beautiful home sites, and a progressive citizenship, it is small wonder that Lake Mary is attracting many new residents. An active Chamber of Commerce keeps Lake Mary in the public eye, and this queen of the lake region offers fishing and hunting, citrus fruits and farming, and a home among the natural pines and oaks where one can forget the cares of State and live where Nature has lavished her gifts so freely and where these gifts have been put to the best uses of mankind. For a winter or all-the-year home, for the growing of fruits and staple crops, for a place to while away the time, or to invest with the idea of future returns, few places in Florida offer more or better opportunities than Lake Mary—a beautiful gem in the hills of Seminole County.

## LAKE MONROE

On the St. Johns Scenic Highway, between Sanford and DeLand, and on the main line of the Atlantic Coast Line Railway, Lake Monroe has the distinction of being one of the greatest truck-growing sections of Seminole County. With the wonderful combination of flowing wells, rich productive soil and modern packing and shipping facilities this thriving community offers excellent advantages to the man who wants to live in Florida for health and wealth. New homes and business houses are being erected and on all sides are the green fields of celery, lettuce, peppers, beans, tomatoes and other crops that have made Lake Monroe famous in Florida and other States where these vegetables are shipped all through the winter months.

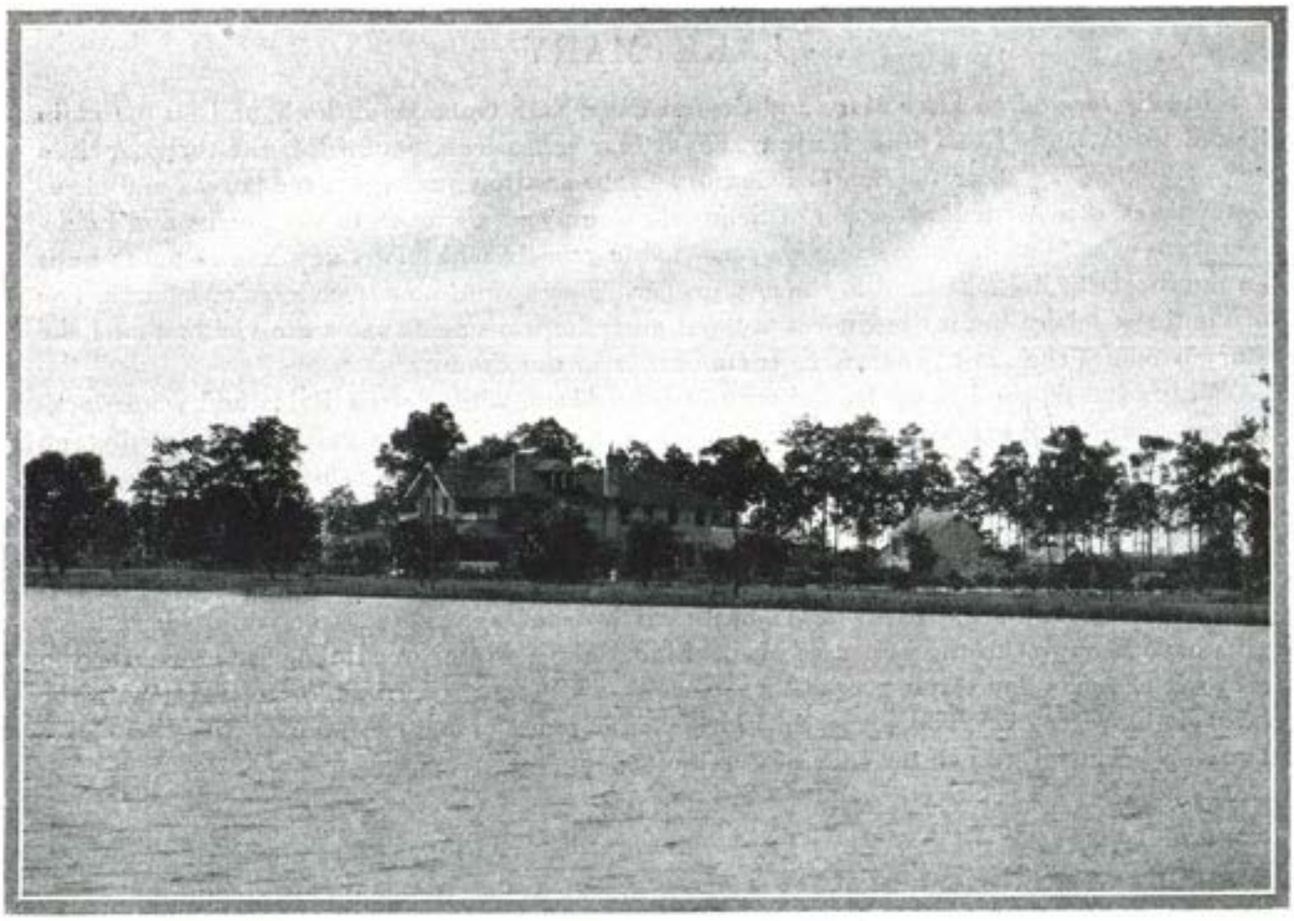
The good people of Lake Monroe have not overlooked educational and religious advantages, as the town boasts of a house of worship and a good school building.

Within close proximity to Sanford, the inhabitants of Lake Monroe enjoy the conveniences of a city and yet have the freedom of the country with ample acreage for the raising of their crops.

The town of Lake Monroe commands a beautiful view of the broad expanse of water known as Lake Monroe, being located close to the southwestern corner of the lake. Here fishing is good at nearly all seasons of the year. Furthermore, the town is adjacent to the point where the picturesque St. Johns joins Lake Monroe.

The fertility of the soil and the location of the town have attracted people from a number of other States, who, seeing the excellent natural advantages for truck growing, have built or bought homes and truck patches in or close to this growing town. Lake Monroe is steadily winning recognition as one of the finest sections of the county for producing a high-grade line of vegetables and an ideal place in which to live and prosper.

**Seminole County products are shipped to all parts of the United States and as far north as Canada.**



Chuluota Inn, on Lake Catherine

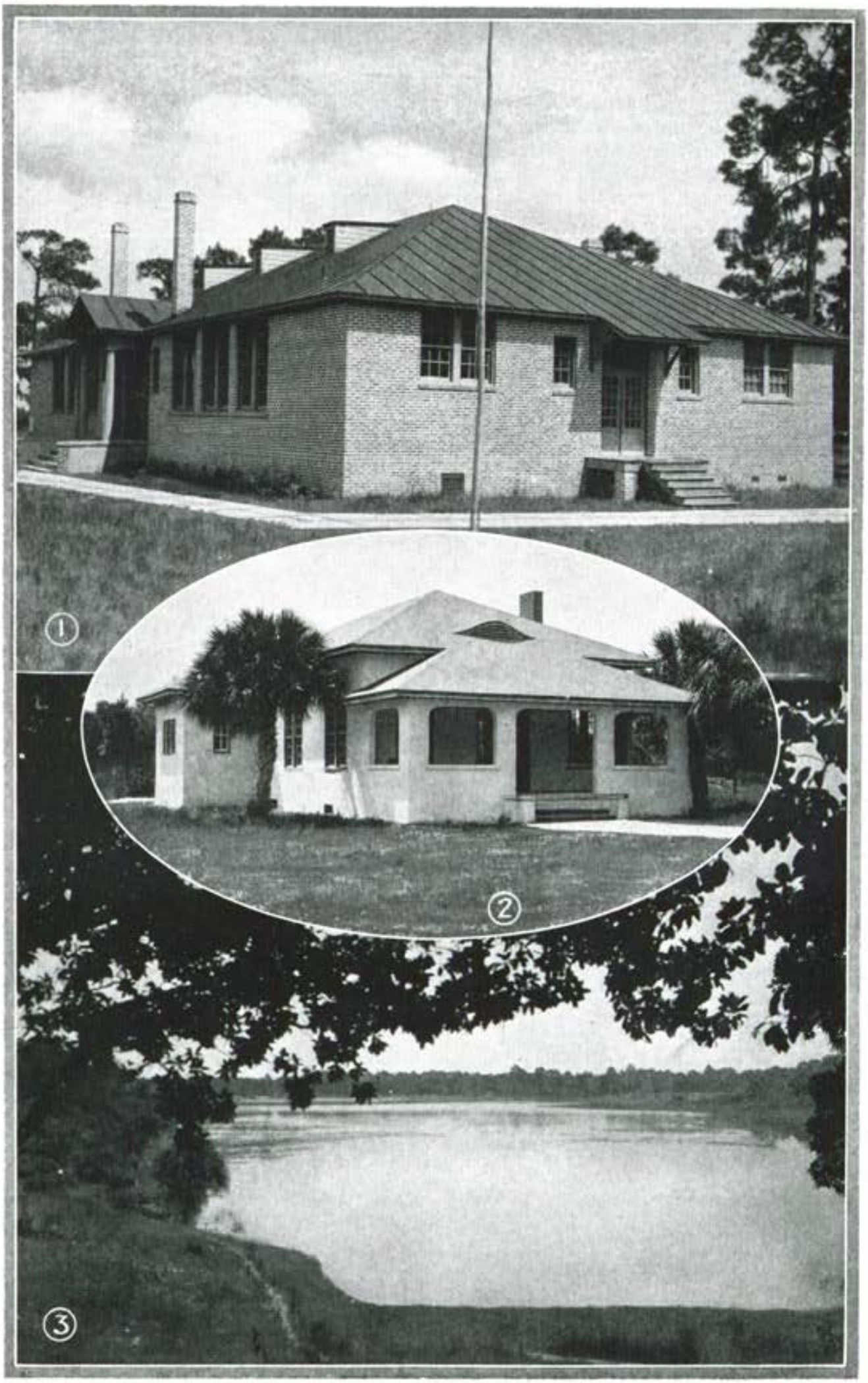
# OSCEOLA

Osceola is the principal commercial industrial community of Seminole County. It is located sixteen miles east of Sanford on the St. Johns River where the latter joins Lake Harney, and is served by the Okeechobee branch of the Florida East Coast Railway.

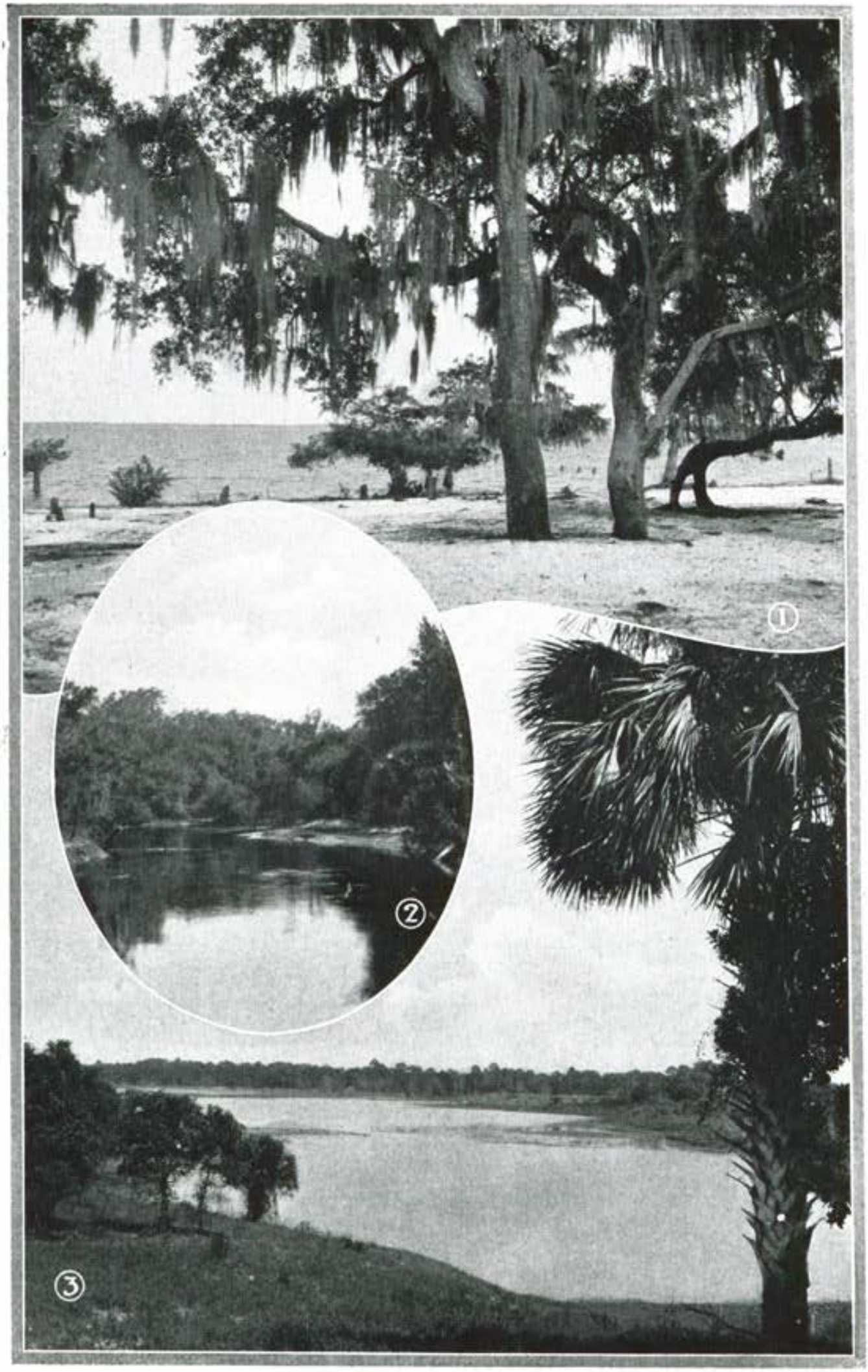
At Osceola is located one of the largest modern cypress sawmills and up-to-date planing mills in the State of Florida, which produces the celebrated Florida red cypress. The capacity of this mill is 60,000 feet of lumber per day, and the Osceola Cypress Company, owner and operator of the mill, has sufficient timber rights to supply the mill for a great many years. The plant employs a large number of men, for whom the company has built a modern town, with neat bungalows, equipped with bathrooms, electric lights, running water, etc. The town of Osceola boasts of sewers and other modern municipal improvements, and in every way indicates the progressive spirit which can be found all through Seminole County. A new hard-surfaced road makes it accessible from any part of the county.

The surrounding country is fertile, with flowing wells and a stratum of hardpan a few feet below the surface, which permits application of the Sanford subirrigation system. Recently a syndicate has acquired large holdings in and near Osceola, for which they are planning a splendid development.

Osceola is one of the most promising sections of Seminole County, and will bear the closest investigation of prospective investors.




No. 1. Public School at Geneva. No. 2. Community House, Geneva. No. 3. Lake Geneva




No. 1. Moss-draped Oaks on Lake Harney. No. 2. Where the Big Ones Hide—Near Geneva.
No. 3. Another of the Lakes Near Geneva.

## OVIEDO

Oviedo is sixteen miles s...utheast of Sanford, the "City Substantial," on paved roads from the county seat and through roads to the lower East and West Coasts. It has a population of approximately 1,200 people. Stores and a bank — the Bank of Oviedo — churches and schools, and packing houses for citrus fruits, make Oviedo a business center and delightful place in which to reside. A short distance from Lake Jessup, the famous Black Hammock lands, rich as the Nile valley and comprising 6,000 acres, are now being developed into truck farms, while higher up among the smaller lakes, citrus fruits are grown. The citrus fruits of Oviedo command fancy prices and there are many acres of this kind of land ready for future development. Numerous lakes and running streams are located in and about Oviedo and the fishermen and hunters find it an ideal location in winter and summer, for an hour or a day or a week's camping out where the climate is beyond comparison.

## PAOLA AND MARKHAM

About six miles west of Sanford are the Paola and Markham sections where high and rolling hills and clear-water lakes abound and where the Wekiwa River gives flowing well land to the grower of vegetables and the high lands to choice citrus fruits. In this part of the county, Markham Lake, Sylvan Lake and Island Lakes make a beautiful picture of peace and contentment for the seeker of homes. Here in the early days were many winter homes and hotels built on some of the highest land in the county. In the past year much of this property has been purchased with the view of big developments and for the homes of winter visitors and also as a place for suburban dwellers of Sanford. Good roads bring this part of the county in closer touch with the larger cities and towns in Seminole and adjoining counties and make the Paola and Markham sections popular for homes and investments.

## SANFORD

### POPULATION

Sanford is the judicial seat of Seminole County, and is Florida's twelfth largest city. The population in 1920 was 5,588; in 1925, estimated, 11,500, or an increase of approximately 100

### LOCATION

Sanford is located in the solid central section of Florida, on Lake Monroe, which is the head of navigation on the St. Johns River. It is 198 miles from Jacksonville by water, and midway between Jacksonville and Tampa on the trunk line of the Atlantic Coast Line Railroad, approximately 125 miles from each of these points.

### RAILROADS

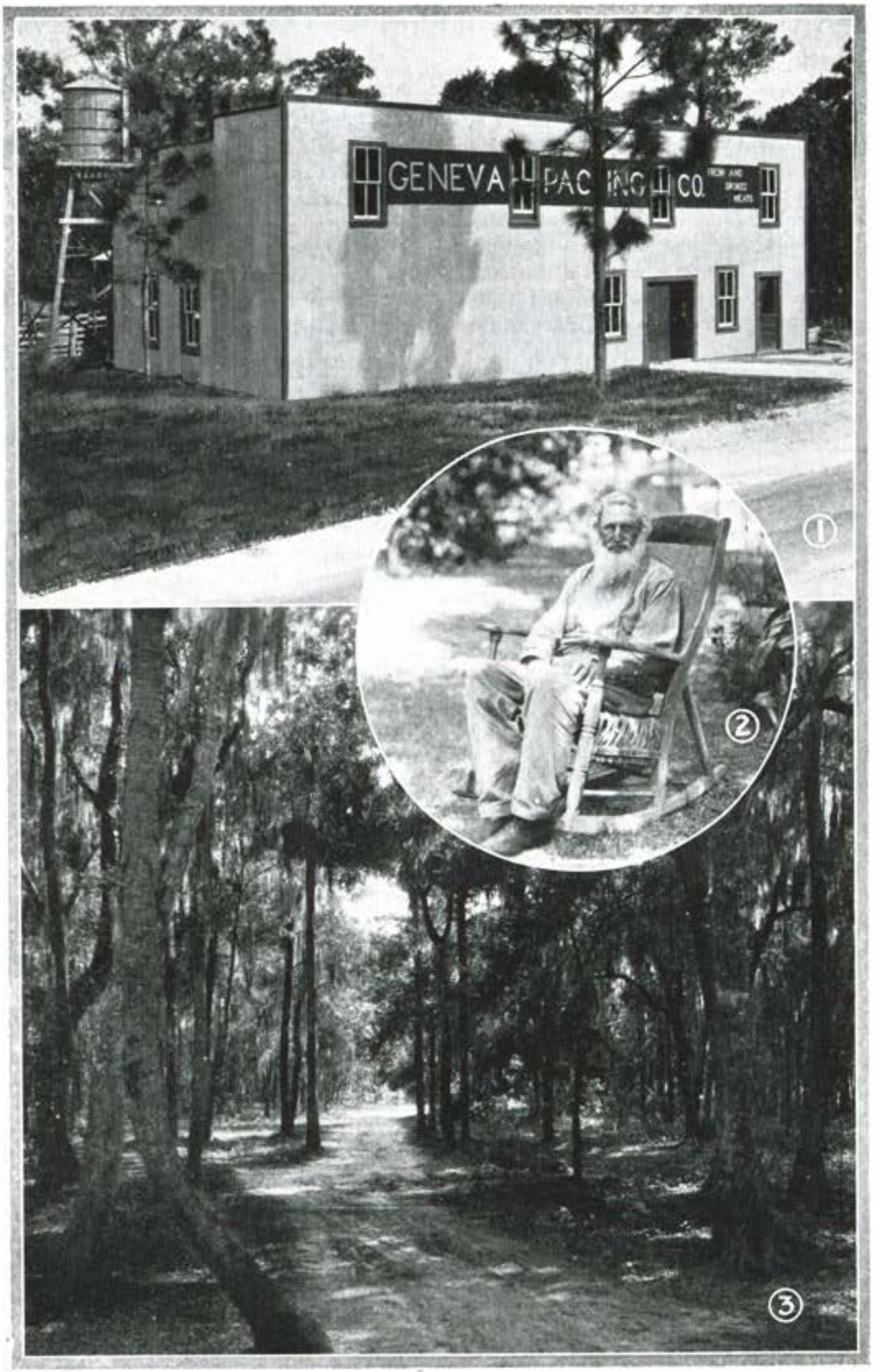
Excellent railroad facilities are furnished Sanford by the Atlantic Coast Line Railroad. De luxe train service from eastern and midwestern points is given through to Sanford.

Sanford is the railroad center for central Florida. It is the connecting point for Lakeland, Oviedo, Mount Dora, Eustis, Leesburg and other communities on branch lines which terminate at Sanford.

### BUS LINES

Sanford is one of the principal terminals of the Orange Belt Auto Line. This company operates bus lines to all east coast and central Florida points. Connections are

**The total gross annual revenue from agricultural and horticultural products in Seminole County is approximately $10,000,000.**




No. 1. Plant of Geneva Packing Company. No. 2. A Pioneer of Seminole County.
No. 3. Hammock Scene on Lake Harney Near Geneva.

Through the Orange Groves Approaching Geneva.

made with other bus lines serving south central Florida and lower west coast communities. These buses are of the latest parlor car type and are operated on regular schedules. Both passengers and baggage are carried.

## STEAMSHIP LINES

Sanford is one of six cities in Peninsular Florida having direct all-water route to the principal eastern seaboard points. The Clyde Line operates the river steamers, "Osceola" and "City of Jacksonville," in daily service between Sanford and Jacksonville, where connections are made with ocean-going vessels of the Clyde Steamship Line touching at Charleston, New York and Boston, and passage can also be booked at Jacksonville on the boats of the Merchants and Miners Steamship Company, making regular stops at Savannah, Baltimore and Providence.

## SCHOOLS

In the Sanford District of Seminole County there are five schools—high school, grammar school and three primary schools, also schools for colored pupils. The school board operates buses which bring pupils from practically every section of the county to the Sanford High School. The sum of $450,000 has been appropriated to build a new high-school building and additions to the present school buildings. No tuition is charged visitors by the school authorities.

## CHURCHES

Sanford has fine churches, practically all denominations being represented. They are well attended, well supported and their pulpits filled by able men.

Park Avenue, Sanford, Looking North Toward Lake Monroe.

## HOTELS

Sanford is justly proud of its hotel accommodations. It has three first-class hotels, at which rates are most reasonable, besides a new tourist hotel, The Forrest Lake. This hotel is located on the lake front and is one of the finest in the country.

## CIVIC ORGANIZATIONS

The Sanford Chamber of Commerce is the premier civic organization of the city. In a four-day campaign in August of this year, the sum of $108,000 was secured for expansion and publicity purposes. This gives the organization the distinction of being the largest Chamber of Commerce in the world on a per capita basis, with a membership of about 4,200.

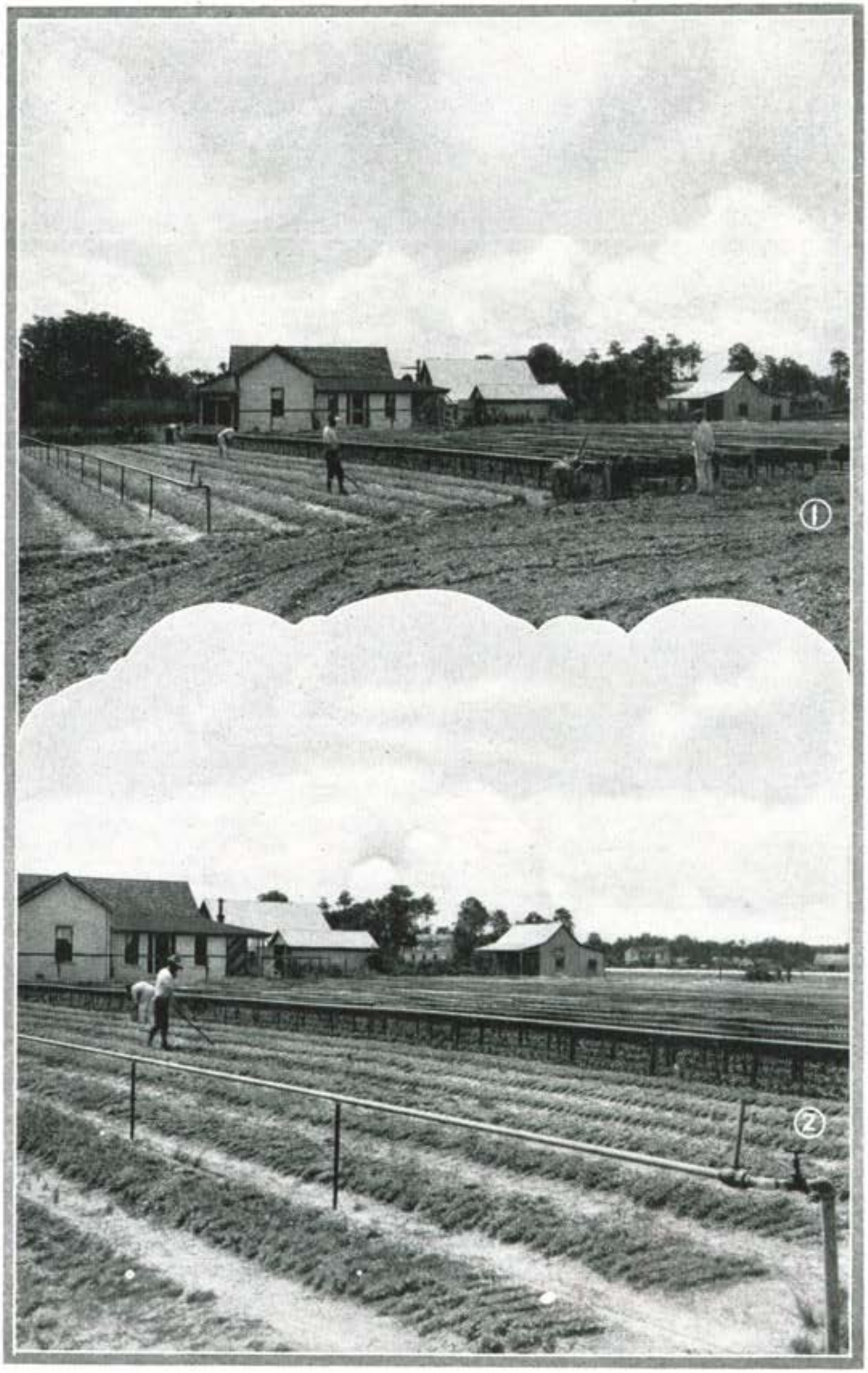
Other civic organizations which play no small part in the progress Sanford is making, are the Woman's Club, the Rotary, Kiwanis and Lions Clubs, and Campbell-Lossing Post of the American Legion, which is also classed as a civic organization.

## FRATERNAL ORGANIZATIONS

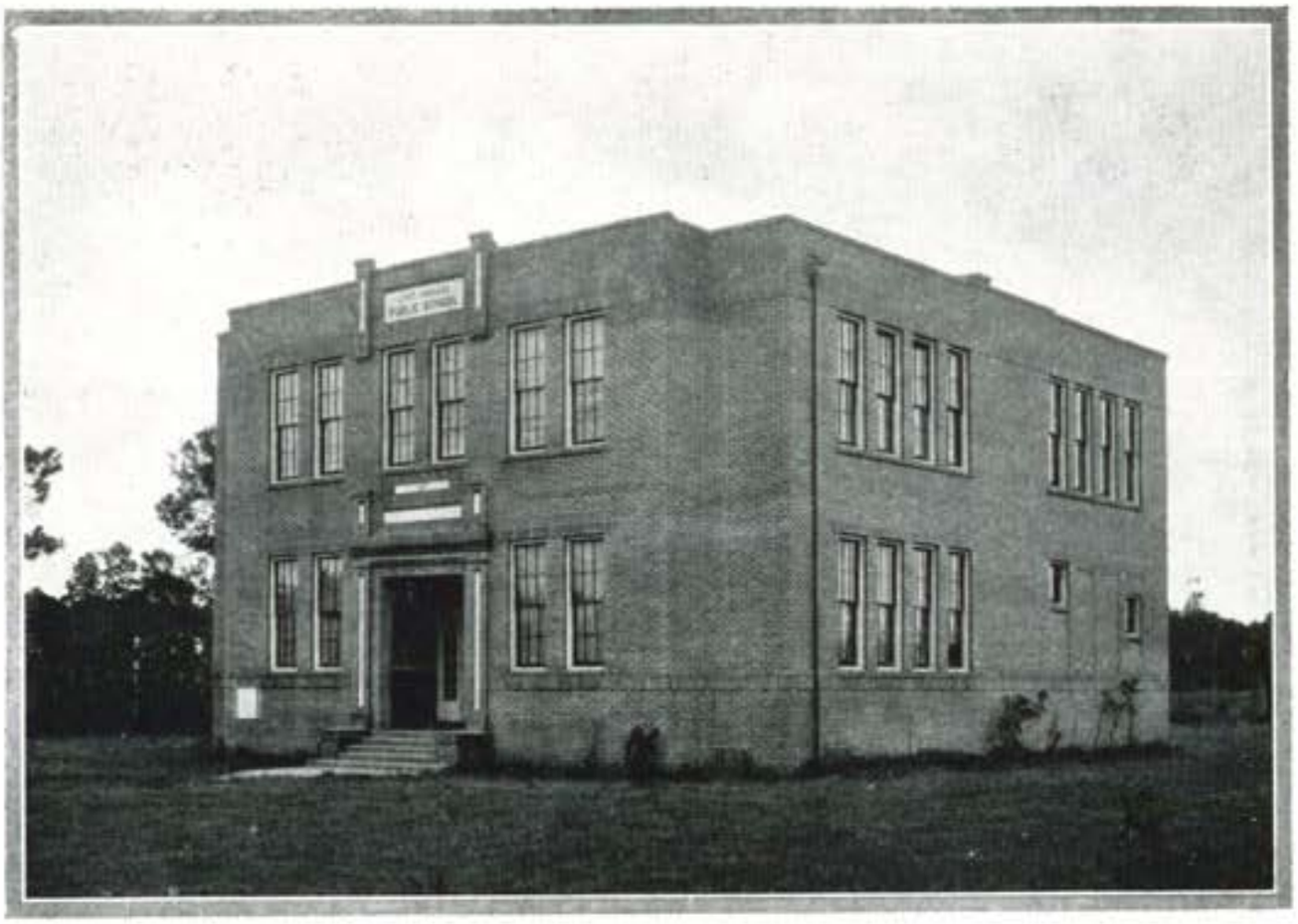
In addition to the several orders of Masonry, Blue Lodge, Chapter, Commandery, Shrine Club and Eastern Star, there are lodges of Odd Fellows, Elks, Knights of Columbus and others.

## BANKS

There are three banks in Sanford. The combined deposits of these banks as of December 1, 1925, was $6,200,000. Deposits as of December 1, 1920, were $2,134,645. This is an increase of 194 per cent.




**Nos. 1 and 2. Celery Plants Ready to Set Out in the Field in Lake Monroe's Famous Trucking Section.**



Modern School House at Lake Monroe.

The approximate average deposit per person in Sanford is $600, as against the average of $32 for the United States.

## NEWSPAPERS

The principal newspapers in Seminole County are published in Sanford, being *The Sanford Signal*, a morning paper, and *The Sanford Herald*, an evening paper.

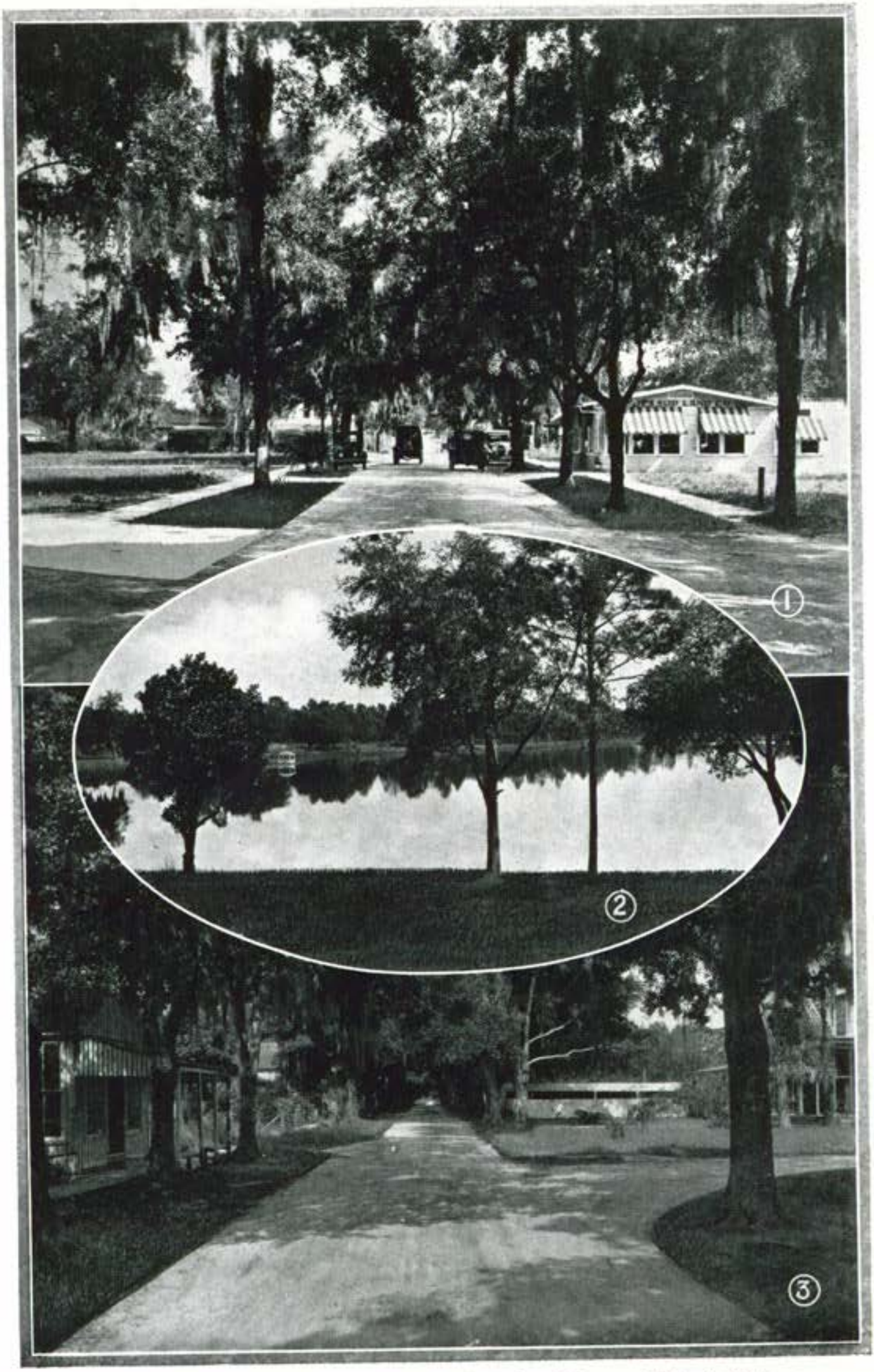
## TAXES

Taxes on city property are comparatively low when the question of assessment is considered. In the city taxes are assessed on a 60 per cent valuation, while the State and county assessments are based on an average valuation of 35 per cent of actual value.

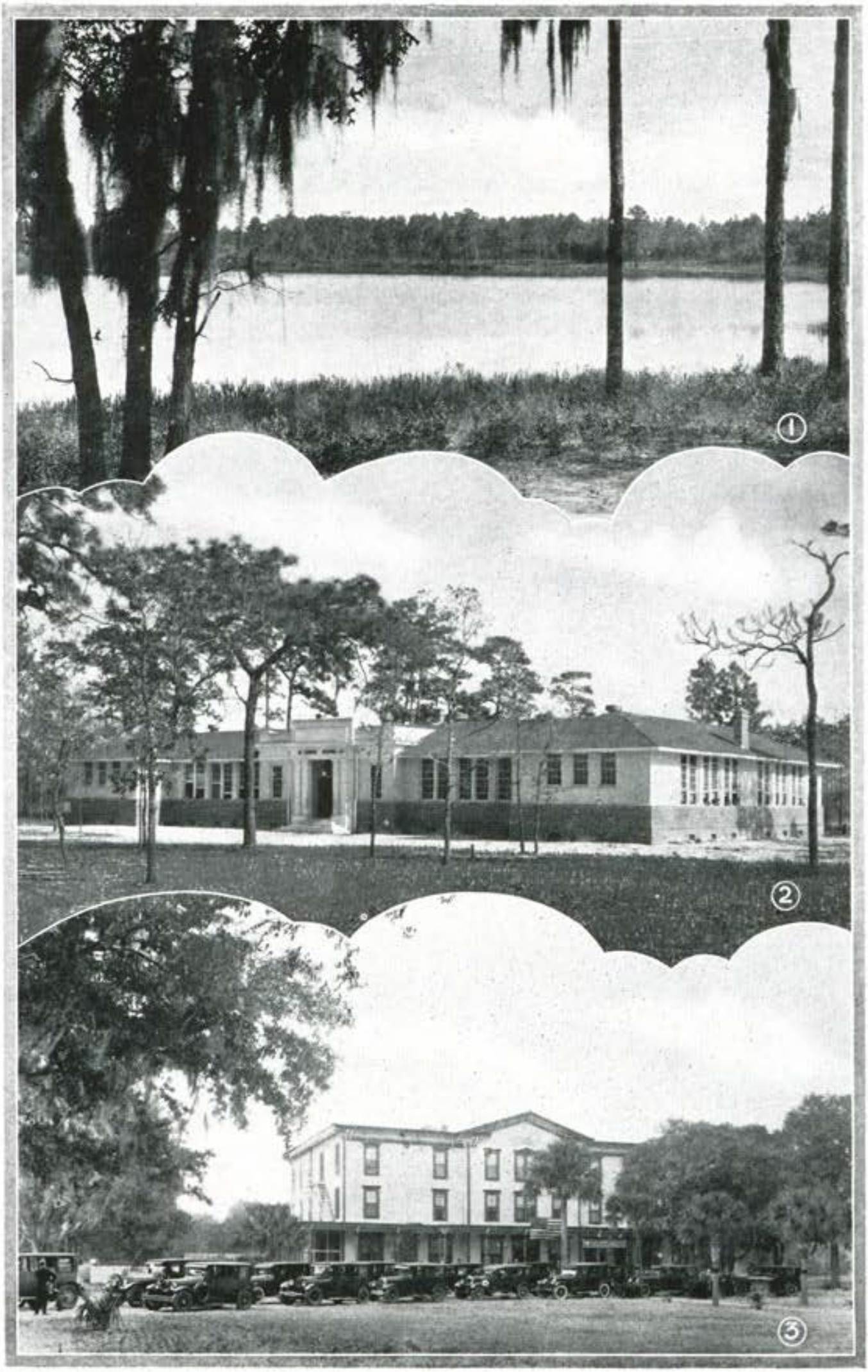
The assessed valuation of the city of Sanford as of December 1, 1925, amounted to $11,550,648. In 1920 the assessed valuation was $3,750,000; showing an increase of 207 per cent during this five-year period.

## RECREATION

A variety of recreations are provided for visitors during their stay in Sanford, including a municipally owned Country Club and Golf Course, one of the sportiest in the State; tennis courts; an attractive theater; band concerts; lectures and other Chautauqua and Lyceum entertainments; horse-shoe pitching courts, roquet courts, bowling on the green courts and shuffle-boards; reading rooms and card rooms; also an up-to-date public library, and open house during the mornings at the Woman's Club House.




No. 1. Dixie Highway Through Longwood. No. 2. One of Longwood's Beauty Spots.
No. 3. A Typical County Road at Longwood.




No. 1. Lake Wildmere in Longwood. No. 2. Lyman School. No. 3. Orange and Black Hotel at Longwood.

### CLIMATE

The United States Weather Bureau will show an average temperature for this section of 71 degrees, the highest average temperature for July being 80.4. Long summers are expected, but extreme heat is unknown and there is no heat prostration in Florida.

### HUNTING AND FISHING

Every lake and stream in the county is stocked with fish for the lover of rod and reel, and all kinds of migratory fowl spend their winter months on the rivers and lakes, where at times these waters are literally alive with feathered game. Guides will be furnished upon application at any of the hotels or at the Chamber of Commerce.

### GOOD ROADS

Sanford can be reached from every section of the State by hard roads. It is located on State Road No. 3, known as the St. Johns Scenic Highway. This road, now nearly completed, parallels the St. Johns River from Jacksonville to Sanford, a distance of 156 miles, and is the short route into prosperous central Florida.

Good roads radiating from Sanford, together with its favorable location and cheaper freight rates, form the combination of inducements which Sanford offers to wholesalers, jobbers and distributors for locating here.

A modern automobile camp is operated within the city limits for those tourists who prefer this nomadic life while enjoying the summery climate of Florida's winters. This camp has been certified by the Florida State Board of Health.

## WEKIWA SPRINGS

Wekiwa Springs, located in the high rolling section on the Seminole-Orange County line, is called "The Wonder Spot of Florida." Here five springs boil out of the earth, gushing forth water of crystal purity and of wonderful curative powers, at the rate of 36,000,000 gallons every twenty-four hours. Here is where the Wekiwa River begins and flows sixteen miles through semitropical Florida into the St. Johns, twelve miles north of Sanford.

The springs have a constant temperature of 74 degrees, winter and summer, affording excellent bathing the year 'round. They form the rostrum of a natural amphitheatre, the slopes of which are covered with stately oak, majestic pine, and gently waving palm, besides black gum, sweet gum, and maple. All this natural beauty is being preserved and being made a part of the Wekiwa Springs Park Development, since it is incorporated in a thirty-five-acre park. Here the most naturally beautiful spot in the whole State will be preserved as the playground for future generations.

There is no finer fishing in the State than in the Wekiwa. Eight-pound big-mouth black bass are not uncommon—a prize for any real fisherman. Also mullet, catfish and bream thrive there.

Among the hammocks, along the Wekiwa, is a hunter's paradise. Eighteen deer were killed within four miles of the springs last season. Besides, big black bear, bob cats, coon, fox and the elusive otter roam here in their native haunts.

Wekiwa Springs Park is truly a community complete within itself. Here you have a beautiful setting for your home, boating, fishing, hunting, year 'round bathing, golf.

## POULTRY RAISING

Poultry raising in Seminole County is one of the most profitable industries in which the newcomer can engage, as authorities are agreed that

SANFORD is one of the
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Seminole and Brevard Countie
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Upper Picture: Panoramic View of Sanford Looking Toward Lake Monroe. Note Wide Asphalt-Paved Streets. Lov
Left Center: Clyde Line Dock.

ıe few cities of interior Florida
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sition to Jacksonville on the St.
Albany does to New York City
Clyde Line operates daily steam-
ville and Sanford, carrying both
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passed a bill which will enable
ies to construct a canal connect-
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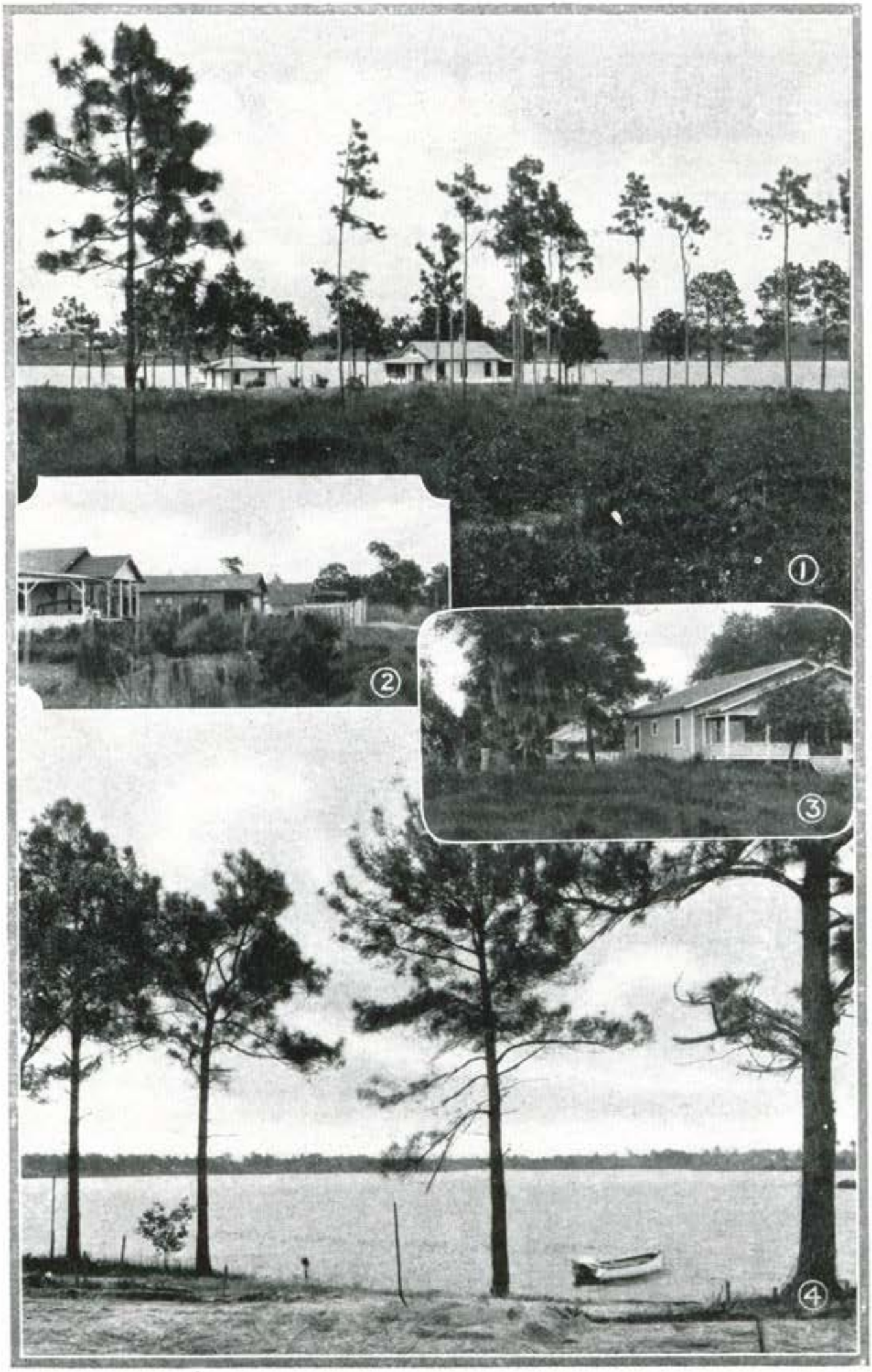
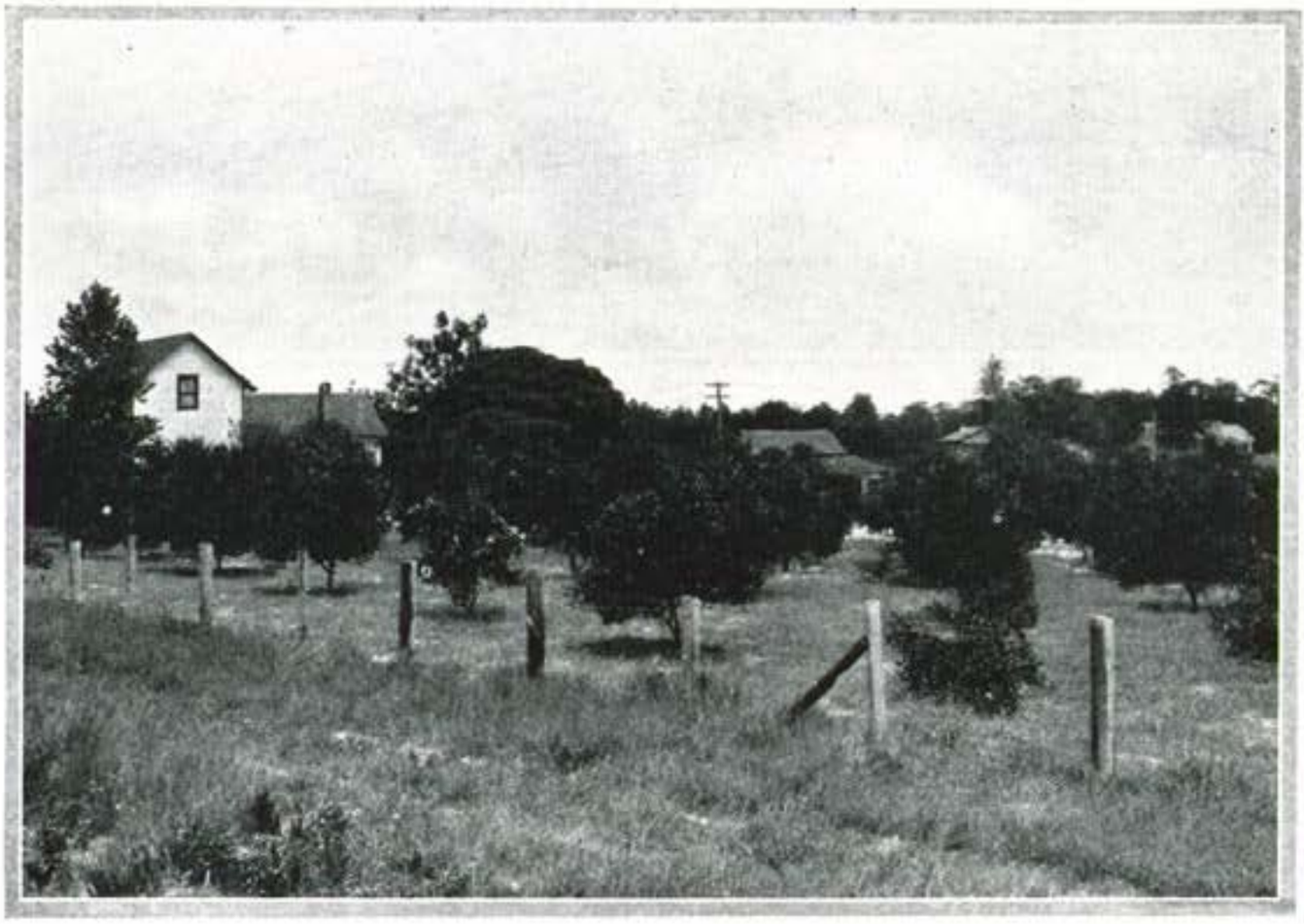
**ower Picture: Panoramic View of Business Section and Lake Monroe. Note Clyde Line Boat Approaching Dock.**
**Right Center: Precooling Plant, Sanford Farmers Exchange.**




No. 1. Scene on Lake Mary. Nos. 2 and 3. New Homes on Lake Mary. No. 4. Crystal Lake Shores.



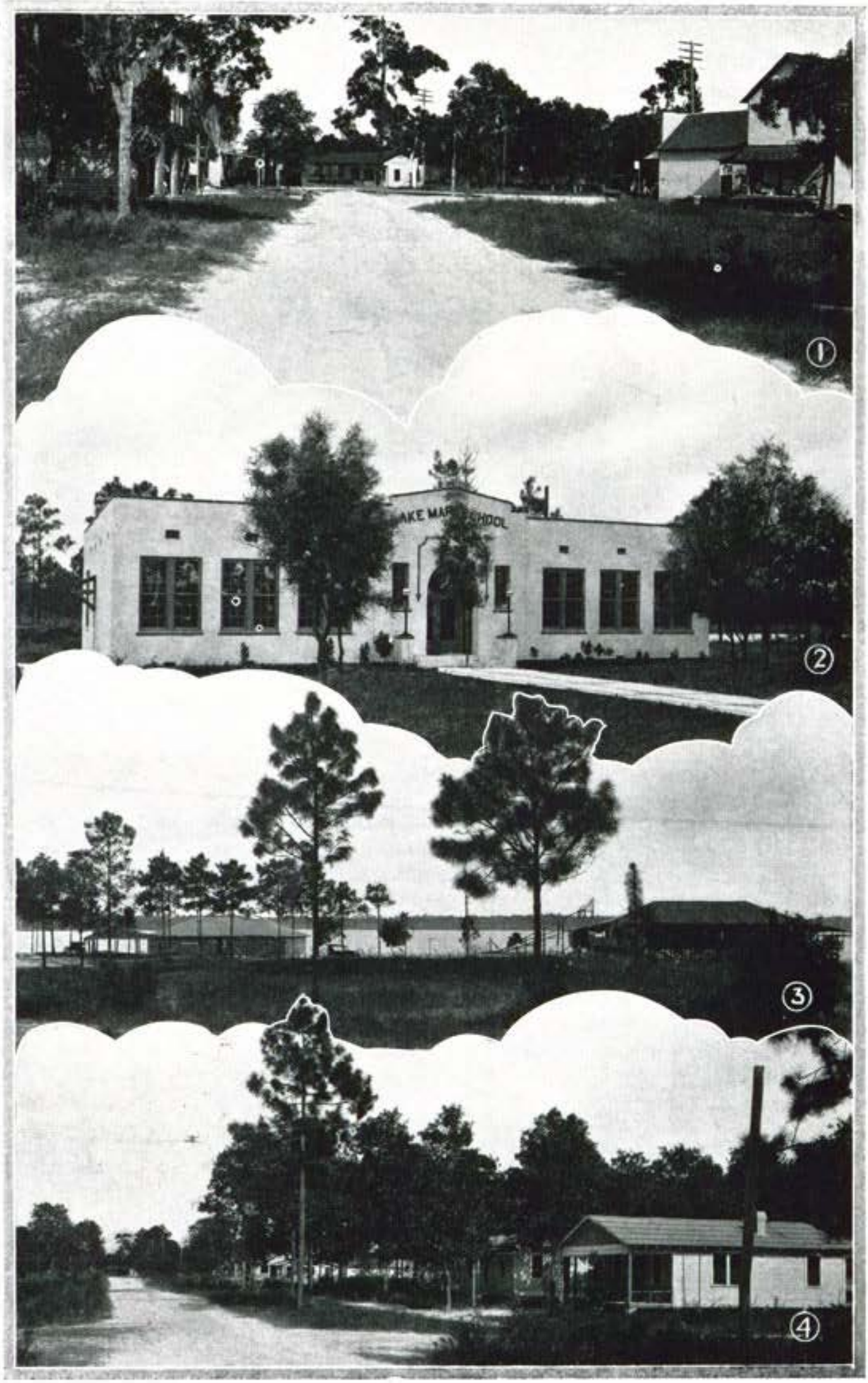
**Tangerine and Satsuma Orange Grove.**

the Florida climatic conditions are ideal for year-round production. There has recently been organized in Seminole County one of the largest scientific poultry organizations for operation under the supervision of an efficient marketing and producing association, which maintains a staff of poultry experts. This organization provides newcomers with five-acre farms complete, with a modest dwelling and all facilities necessary for the profitable raising of poultry.

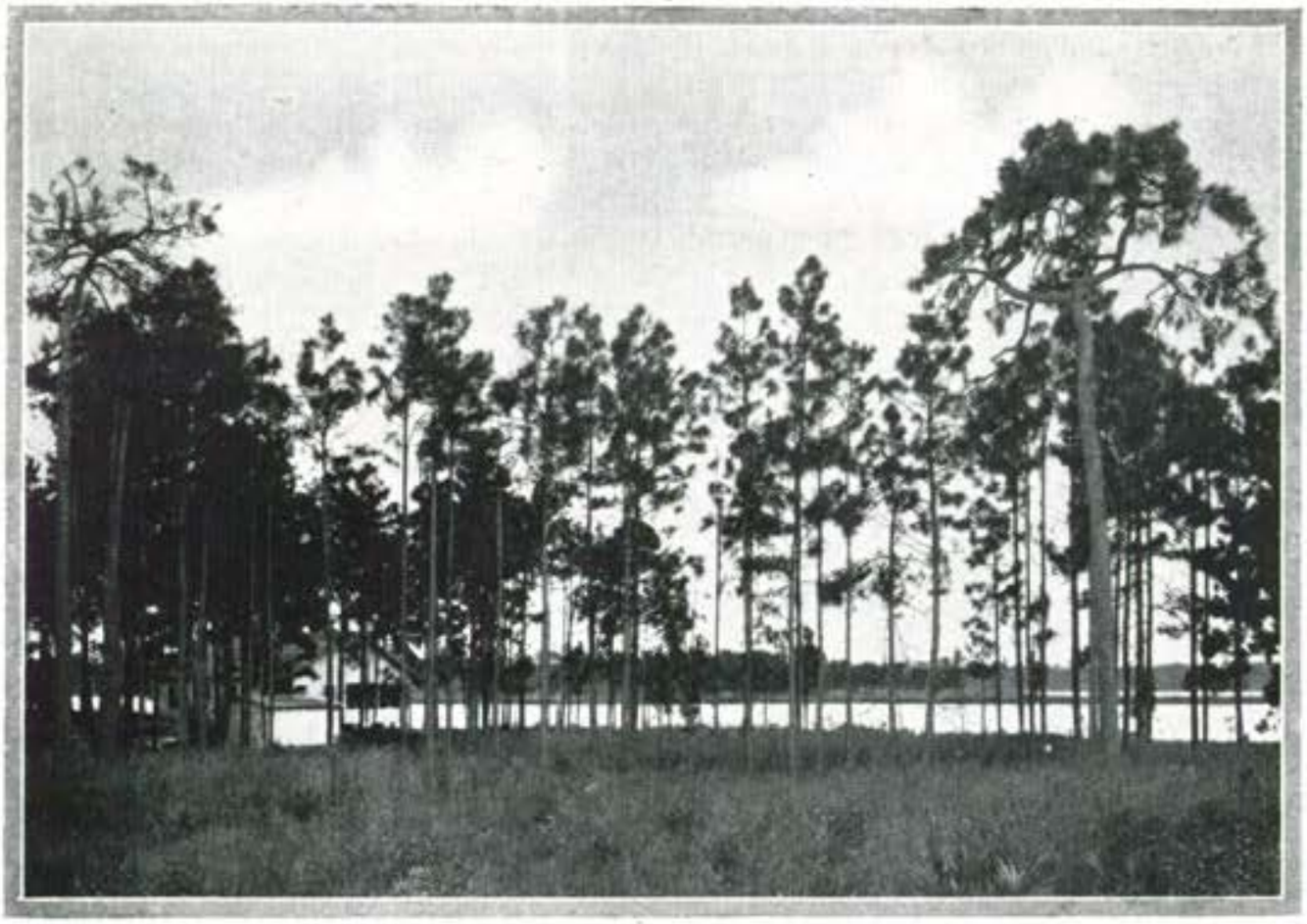
These farms can be bought at moderate prices, and a five-acre unit, in addition to furnishing ample room for extensive poultry operations, will also permit the owner to farm and engage in the raising of citrus fruits as well. An initial payment as low as $2,000 can be made, with the privilege of paying the balance within a nine-year period. The purchase of these units also embodies the privilege of the services and facilities of experts in the selection of flocks, and scientific information regarding their care, as well as the important service of marketing the products. Statistics of this organization show profits in excess of $2 per hen. Due to favorable climatic conditions in Florida, it requires only a short time to develop an average sized poultry plant of 2,500 birds, bringing a net profit to the owner of $5,000 per annum.

These units will be easily accessible by good roads, and in close proximity to Sanford and other thriving communities in Seminole County. Land and water transportation make the great eastern markets available. Local Florida markets also afford an unusual opportunity to those engaged in the poultry business. During the last year there were consumed in Florida poultry products totaling $31,000,000, while the production of the State was but $14,500,000.

Poultry raising is profitable in Seminole County.




No. 1. Driveway at Lake Mary. No. 2. New Modern School at Lake Mary. No. 3. Lake Mary Casino.
No. 4. Wide Well-Shaded Streets at Lake Mary.



# AGRICULTURE AND HORTICULTURE

## GRAPES

VARIETIES—Carmen, Blue Black, White Bloom, R. W. Munson. All Florida varieties are Texas origin and produced by T. V. Munson, of Dennison, Texas. They are of a hybrid variety and are particularly adapted to Florida soil and climatic conditions. The grape industry was begun in Florida eighteen years ago, but met with little success for the reason that Northern varieties, such as Niagara, Concord and Delaware, were planted exclusively.

LAND—For the successful growth of a vineyard, good, well-drained land is required. Any citrus land is good for growing grapes.

PLANTING—One-year plants produce the best results, experience having proven that two-year plants are no good in Florida. Four hundred and thirty-five plants are required per acre. The cost of the plant ranges from fifteen to seventy-five cents, according to variety and quantity. The Armalaga and Ellen Scott varieties, considered two of the best of those grown in Florida, are seventy-five cents per plant. Two hundred and seventeen posts, 4x4, and seven feet high are required per acre for trellis. The average estimated cost per acre for plants and setting out is $125.00. Five hundred pounds of commercial fertilizer per acre is required the first year. This fertilizer consists of castor pumice, tankage and bone meal. The second year the following mixture 3½-6-6, or nitrate of soda, bone meal, castor pumice and Peruvian guano. The vineyard, under proper cultivation, bears eighteen months after setting out, and the yield at that time should be from one to two thousand pounds per acre. After three years the yield is from three to five tons per acre. The local markets have

so far consumed all Florida grapes grown, paying wholesale price of fifty cents per pound. A profit can be made on grapes grown in Florida at 10 cents per pound.

Remedies for Insect Pests and Plant Diseases — Remedies for these diseases affecting grapes have been discovered, and it is the opinion of vitaculturists that the experimental period is over, and the grape industry will shortly be established on a large commercial basis.

There are many acres of land in Seminole County well adapted for the growing of grapes.

## SHIPMENTS

During the crop year of 1924-25 the record of carload shipments of vegetables and fruits from this section totaled 7,461 cars, and was as follows:

Celery, 5,874 cars; lettuce, 351 cars; miscellaneous vegetables, 351 cars; citrus fruits, 885 cars. Total, 7,461 cars.

The large agencies distributing the preponderance of these crops are the Sanford Farmers' Exchange, The Florida Vegetable Corporation, the Sanford-Oviedo Truck Growers, Inc., all of which are cooperative institutions, and Chase & Co., The American Fruit Growers, Inc., and F. F. Dutton, who are independent operators. In addition, the large commission houses in the marketing centers have representatives in Sanford during the shipping season, when contracts are made f. o. b. for the standing production of some of the growers.

These vegetables are grown on an area of about 3,000 acres, averaging better than two carloads per acre. The shipping season starts November 15th and continues to June 15th.

## BEANS

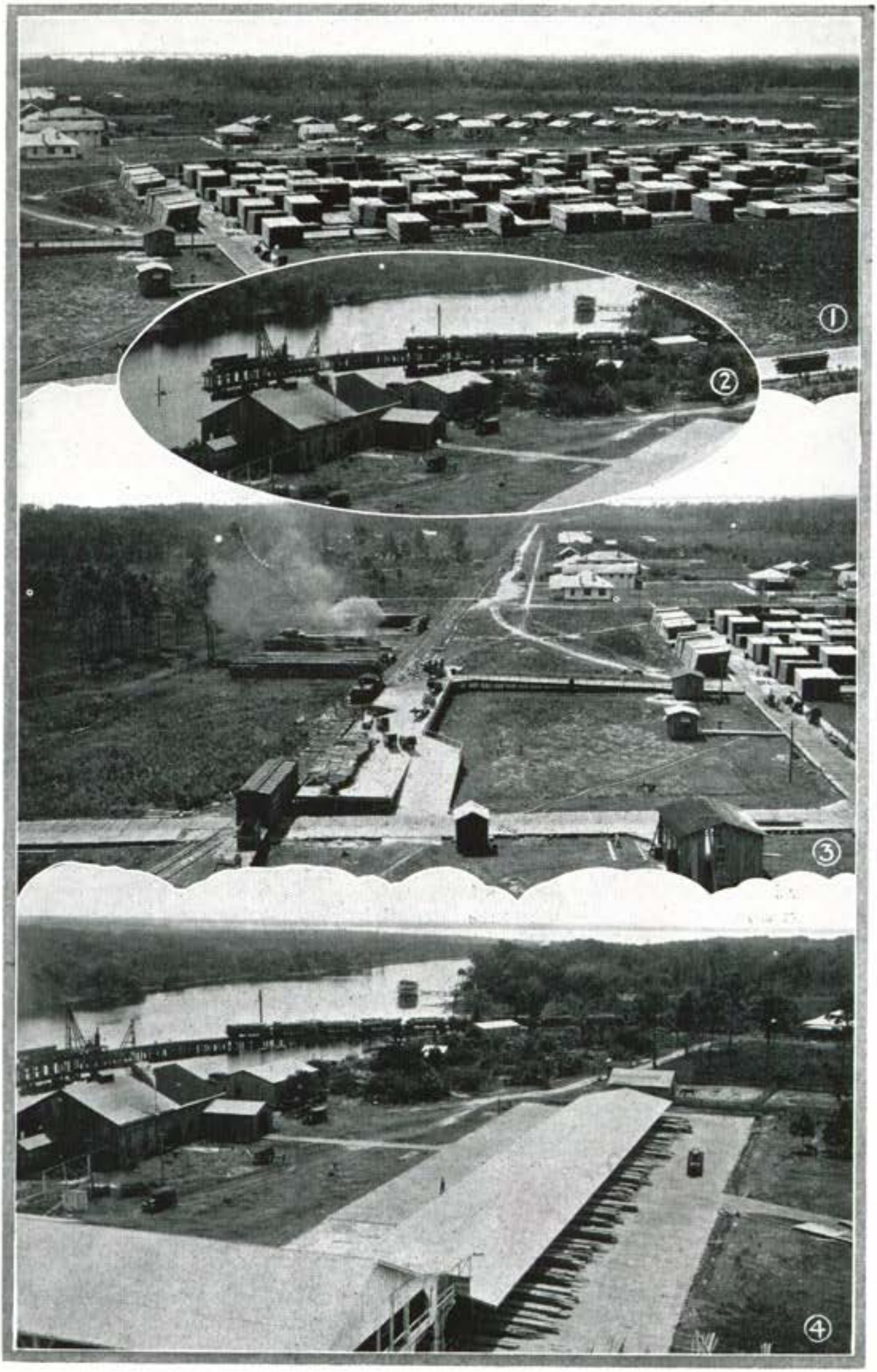
A good many acres of fall beans are planted from August 15th to October 1st. A variety of soil is suited to them. The flat woods and sandy hammocks of Seminole County are very good. The wax and green snap beans are both grown. A yield of from 100 to 200 hampers to the acre may be expected. They require only small amounts of fertilizer, a half ton or less to the acre generally sufficing.

Picking time comes from November 1st to December 15th, or until frost. The Florida State Marketing Bureau gives prices as averaging $2.02 for the spring beans per hamper, and $3.18 for the fall.

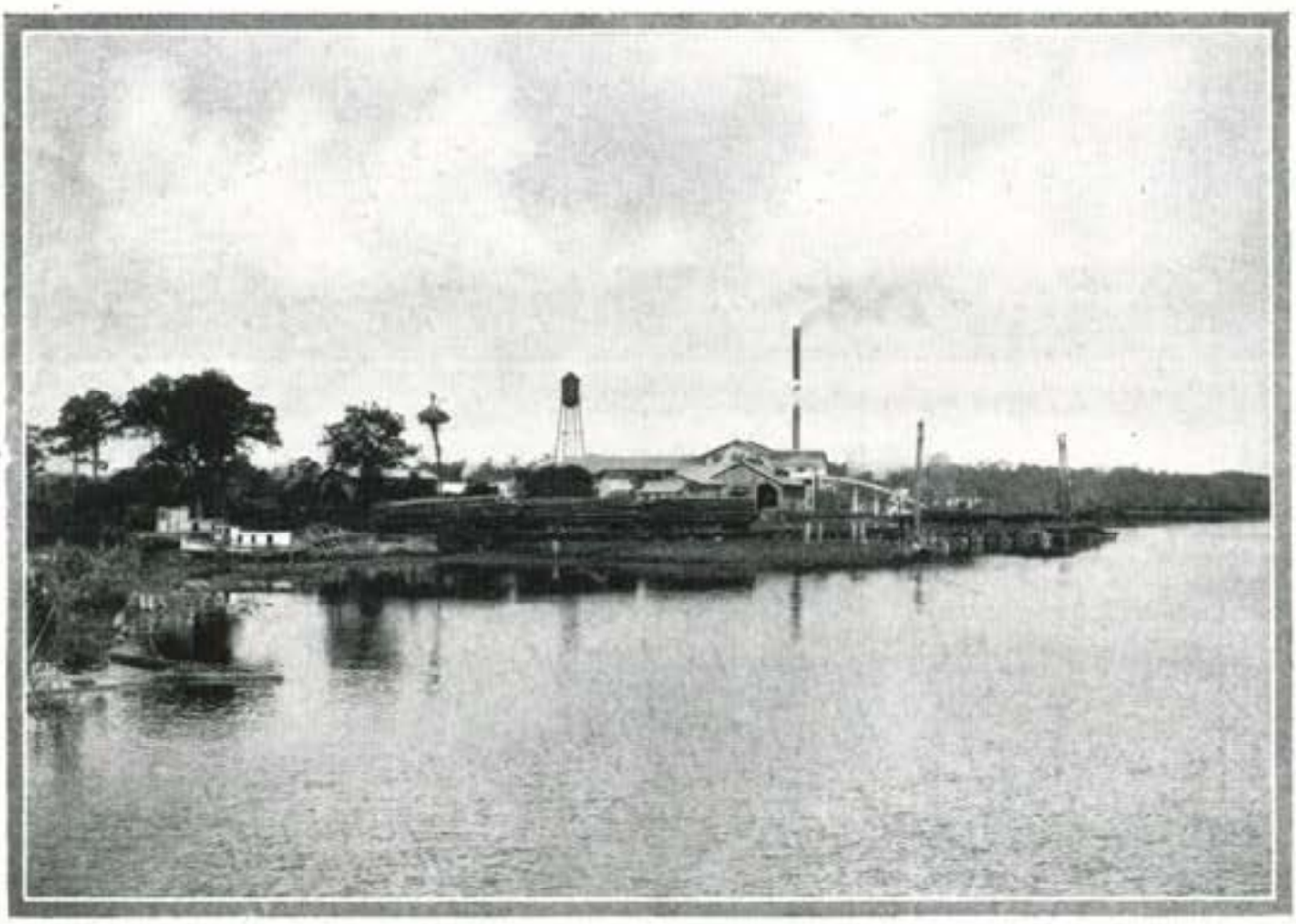
## BULBS.

Bulb raising in Seminole County has been introduced but recently, paper white narcissus to date being the only variety planted in large quantities. While adaptable to a variety of soils, the naturally moist flatwoods which are well drained cause bulbs to thrive best. The subirrigated soils to be found in the trucking section offer optimum conditions. About 100,000 bulbs are planted to the acre, 15 bulbs to the yard in rows 30 inches apart, which permits easy cultivation with horse implements. Bulbs are set out in September and October, and are harvested the following May and June. Due to quarantine on French bulbs, actual cost can not be computed until this industry has reached the commercial stage. While initial costs are high, anticipated revenues are especially attractive. The quarantine will react to the growers' advantage, as it prohibits importation of foreign bulbs. This also assures returns that will more than offset the original cost.

Those now engaged in the industry are producing bulbs for northern greenhouses and seed stores, while the flowers picked are an attractive by-product, and are finding ready sale. During the blooming season the fields present a very beautiful picture. The initial cost of producing bulbs can be set up as an asset, as it represents capital tied up in mother bulbs and planting stock. Cultivation is comparatively simple and




No. 1. Lumber Yard No. 1, Osceola Cypress Company, at Osceola. No. 2. Machine Shops and Log Unloading Trestle. No. 3. Loading Docks and Administration Building. No. 4. Sawmill Sorting Table.



View of Mill from St. Johns River, Osceola

inexpensive. Once a planting is established, if judiciously cared for, the annual production of bulbs will require only a small additional expenditure of capital.

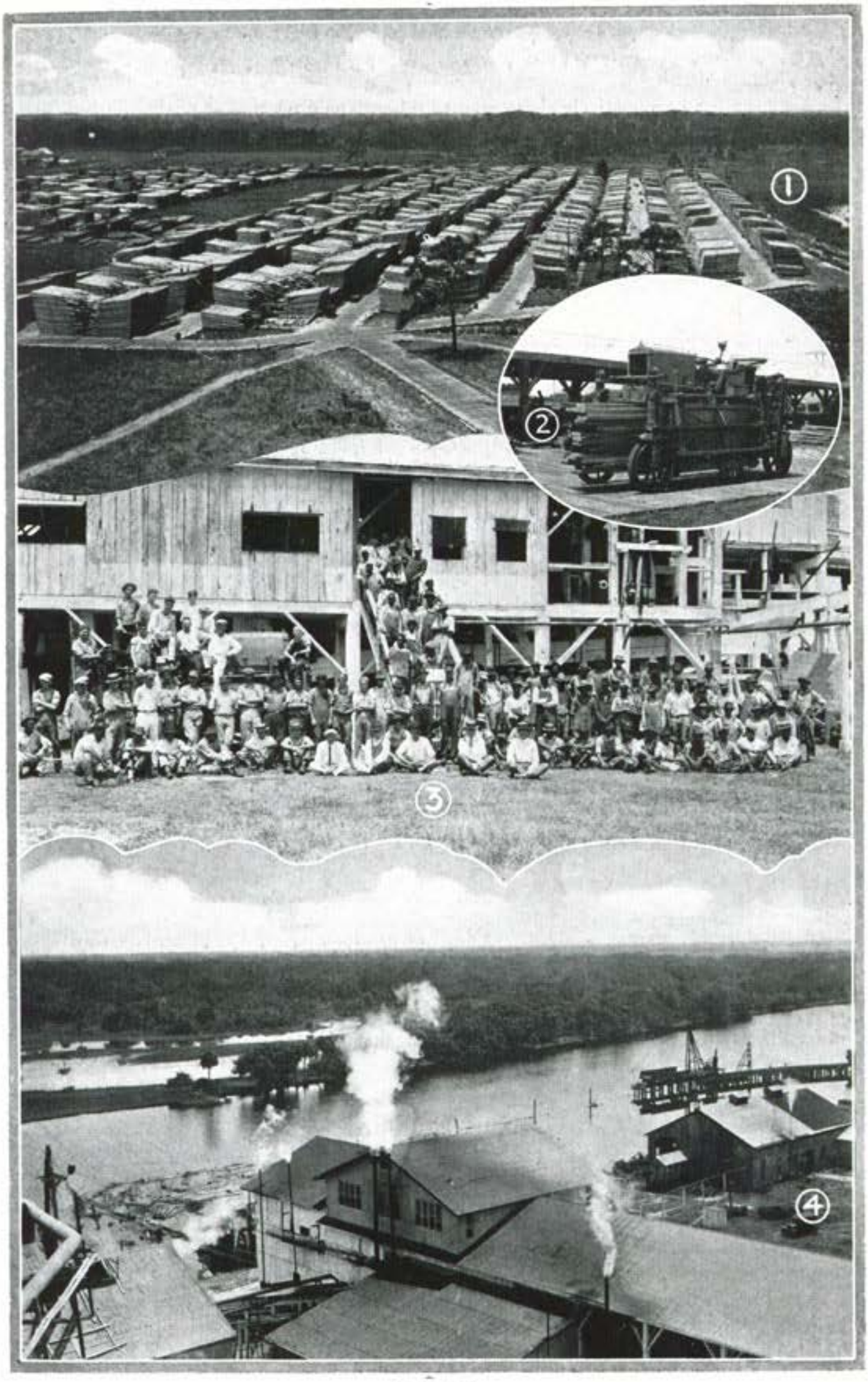
Aside from the paper white, several fancy varieties of narcissus are being grown in small quantities, as are also Easter lilies, Gladioli and Callas.

## BUNCHED VEGETABLES

In the past little of the output of Seminole County vegetables have been washed and bunched. Celery and other items are now being prepared in that way and are receiving favorable attention. Other crops which, in the opinion of some, could be added to the list for bunching and washing for carlot shipments are radishes and green onions. In other sections this is done very profitably and no section could be more ideal for their production than Seminole County.

## CABBAGE AND CAULIFLOWER

Many carloads of cabbage are shipped in carlots annually from Seminole County and a very considerable tonnage of cauliflower, which is shipped mostly by express, however, or in mixed cars. These crops are very well suited to any of the truck lands of the county. Cabbage seeds are sown from July to October and cauliflower July to December. Transplanting from seed bed to field follows seed sowing in about a month, and harvest in from ninety to one hundred and twenty days, depending on variety and weather.




OSCEOLA
No. 1. Lumber Yard No. 2. No. 2. Ross Lumber Carrier. No. 3. Part of Sawmill Crew.
No. 4. View of Sawmill.

Charleston Wakefield, Jersey Wakefield, and Flat Dutch are the favorite varieties of cabbage, and Snowball the favorite cauliflower. About 400 crates of cabbage to the acre is a fair yield.

Cabbage is a comparatively cheap crop to raise. About one ton of fertilizer to the acre is used. A variety of soils are suitable and the fertilizer ration will, of course, vary some to meet the requirements of the soil.

The market for cabbage, especially the spring crop, is a changeable quantity, as it is for most perishables, but the fall crop seldom fails to bring a good price. The average price received per hamper during the fall of 1924, according to the State Marketing Bureau, was $3.38.

## CELERY

Celery is recognized as the money crop. The shipments of this product begin about the middle of January and continue to the middle of May. The peak of shipments occurs during the month of March, when daily shipments of celery will total 100 cars. This is Sanford's most important and profitable industry, the annual gross returns from which will amount to approximately $7,000,000. Approximately 60,000 plants are set to the acre.

The cost of growing celery, including labor, fertilizer and crate materials, is $700 per acre. The average production per acre is between 650 and 700 crates, or approximately two carloads.

## CITRUS FRUITS

A tremendous acreage in Seminole County is suitable for citrus culture. These lands vary from high, well drained open pine lands to high hammock. The latter is especially good for tangerines. The outlook for citrus fruits is very bright at the present.

From fifty to seventy trees are set to the acre. The average production per tree is low due to the large number of young trees not yet in bearing, and to a large acreage of poorly cared for groves. A good grove should produce from four to ten boxes of fruit per tree. It takes from five to ten years to bring a grove into profitable production.

The most standard varieties of citrus include: Parson Brown, Pineapple, Lue Gim Gong and Valencia oranges; Marsh Seedless, Duncan, Triumph and Florida Common grapefruit, and Dancy tangerines. There are many other specialties which offer attractive diversification.

## CORN

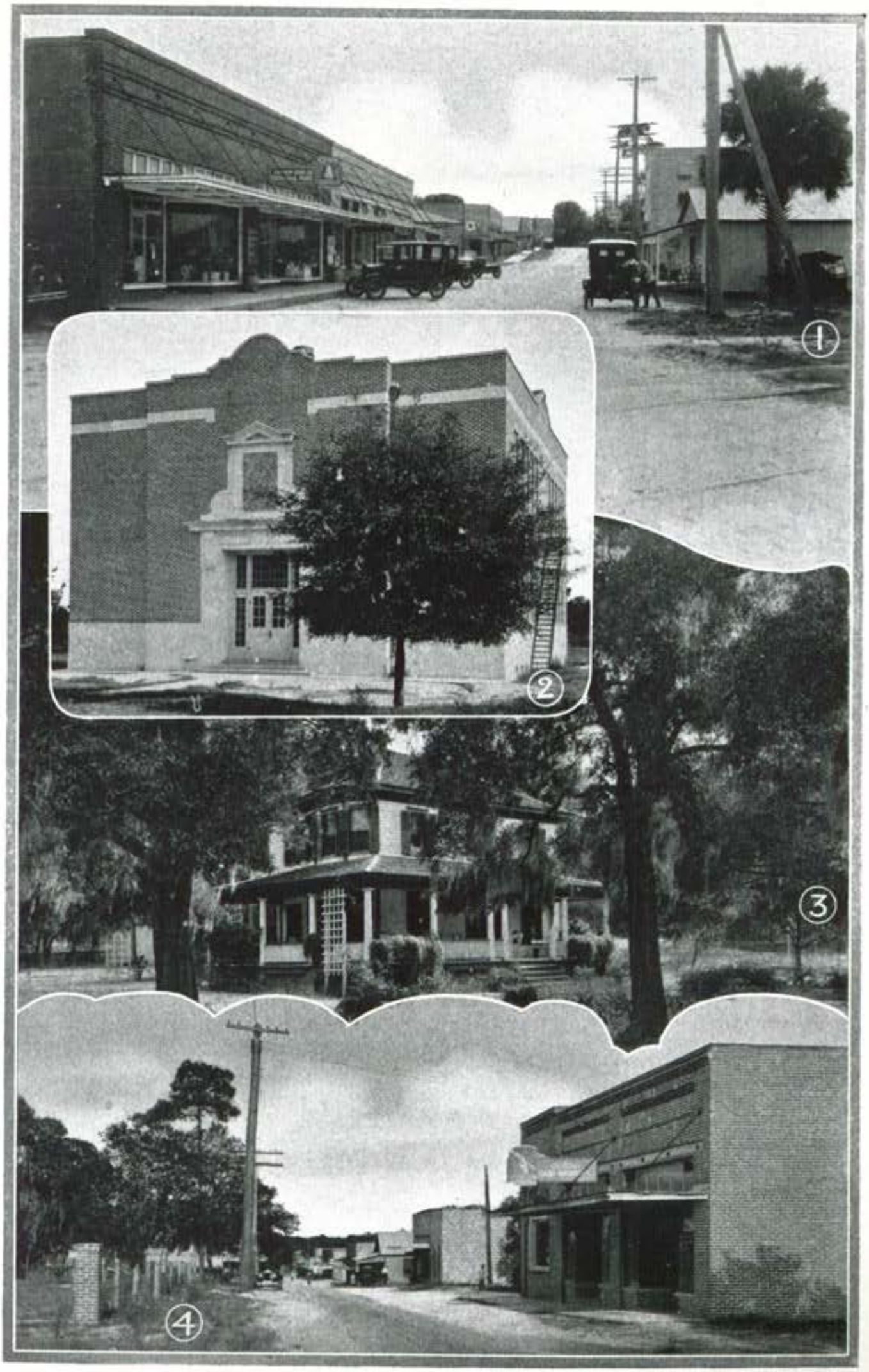
A considerable acreage of the celery land of Seminole County is planted to corn each summer. A type of corn has been evolved in the section which is a cross between Hastings Prolific and Cuban Flint. It is somewhat softer than the latter, but shows a very good resistance to the corn weevil. Corn is an excellent crop to plant after celery and due to residues of fertilizer left in the soils, the yield is very high, about sixty bushels to the acre. Plantings are made during March, April and May.

## DAIRY PRODUCTS

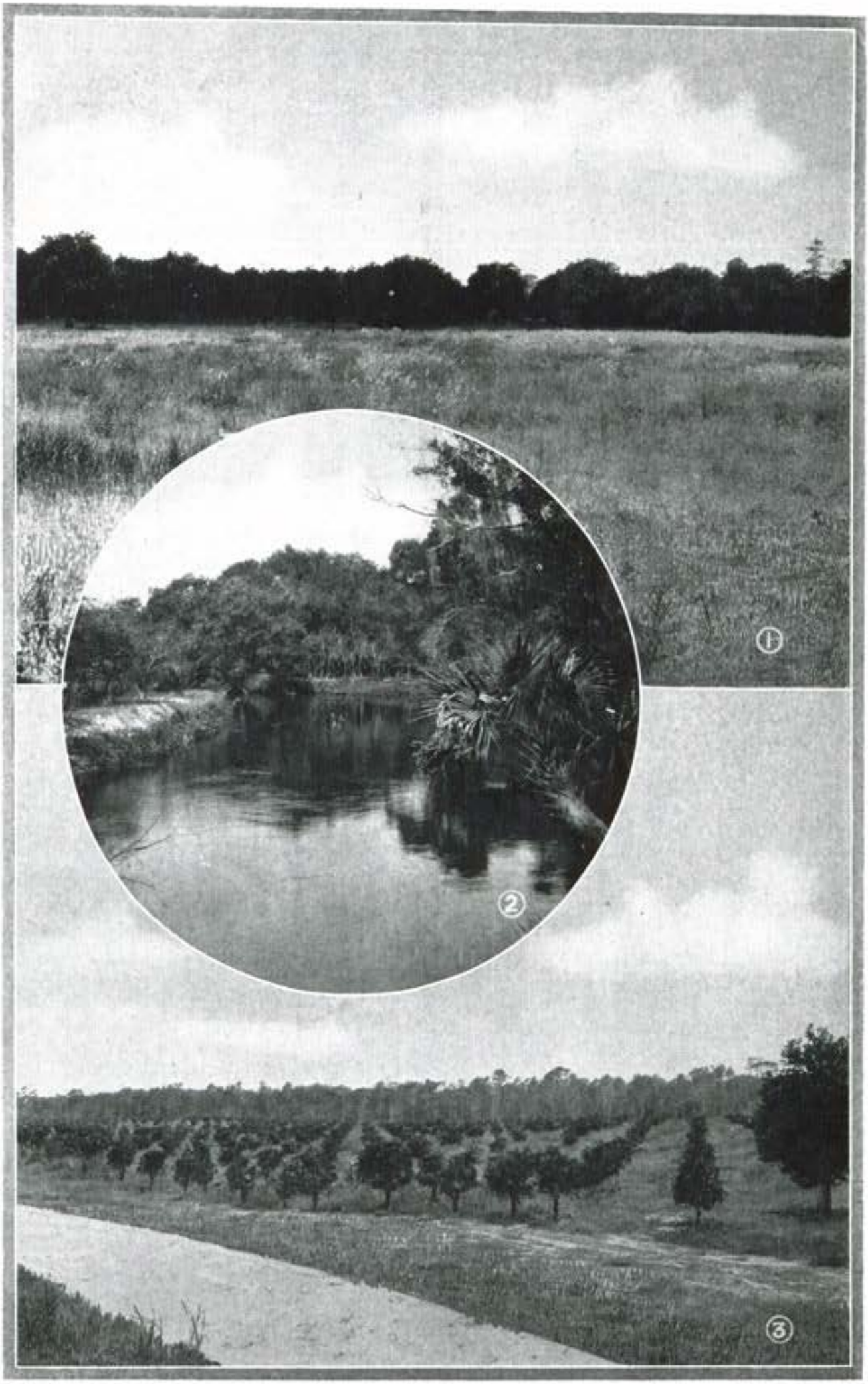
There is an excellent local market for dairy products, and other larger markets are close at hand. An acute shortage of milk exists in Florida.

It is possible to have some sort of green feed and pasturage twelve months in the year, by planning ahead and planting accordingly. The equable climate makes barn construction comparatively inexpensive.

A real need exists which should appeal to practical dairymen. Local investigations should be made, however, in a very thorough way, before attempting to import stock and engage in this business.




No. 1. Street Scene in Oviedo Looking South. No. 2. Modern School House at Oviedo. No. 3. One of Oviedo's Homes. No. 4. Street Scene in Oviedo Looking North.




No. 1. Orange Grove at Oviedo. No. 2. Econlockhatchee Creek
No. 3. A Young Orange Grove Near Oviedo.

Another View of Econlockhatchee Creek Near Oviedo.

## EGGPLANT

The same conditions affecting peppers prevail in the raising of eggplant. Its needs and responses are similar. A high yield and low price are to be expected, although the net results are likely to be equally attractive as for peppers.

## ESCAROLE AND ENDIVE

These plants are very similar and closely akin to lettuce. They are of a ranker growth and not quite so dependent on ideal weather conditions. They do not head and, therefore, can mature properly without just the right amount of cold or warmth. These crops are handled very similarly to lettuce. The seed is sown in beds from September 1st to December 15th. The plants are transplanted to the field in fifteen-inch checks, from three to four weeks after sowing seed. Harvesting occurs from December 1st to April 1st. From one and one-half to two and one-half tons of fertilizer are used to the acre. A yield of from seven to eight hundred hampers per acre may be expected.

## LETTUCE

For many years Seminole County has planted large acreages of lettuce, mostly Big Boston, and has shipped hundreds of cars annually. This is largely a gamble crop and profits are determined by seasonal conditions in the north.

## MISCELLANEOUS VEGETABLES

Carrots, beets, turnips, spinach, peas and a very large variety of vegetables are grown in amounts sufficient to supply an active express shipping business. There is room for a great deal of development along this line.

## PEPPERS

The production of green peppers in Seminole County generally runs into hundreds of carloads annually. Both a fall and a spring crop are raised, though the latter represents the bulk of the total. The spring crop does not bring as much per crate as the fall crop, but the yields are higher and more certain. The lighter type truck soil is ideal for this crop.

Seed for the spring crop is sown in December, and for the fall crop in July and August. The plants go into the field in February and March, and in August and September. The fruit is harvested in May and June and in November and December, or until frost. A yield of 100 to 150 crates is expected in the fall and about 350 crates in the spring.

From a ton and a half to two tons and a half of fertilizer are used per acre. Much of the cost is represented in picking and preparing the fruit for market, and therefore varies several hundred per cent.

Although very difficult to make, fall peppers seldom fail to bring very attractive prices. The pepper crop offers an attractive means of diversification on the celery farm, though it seldom produces well when planted on ground immediately after celery has been taken from it. Other sequence should be adopted.

## POTATOES

An unusually fine variety of potatoes are produced in Seminole County, but because celery and other crops have yielded larger returns per acre, very little of the high-priced truck land is given over to potato culture.

Spauldings, Rose and Bliss Triumph are the favorite varieties. Planting is generally done in January, and the spuds are dug in April. Yields should average about 100 bushels.

Hundreds of acres of the flatwood truck land could be made to produce good crops of potatoes by bedding them up and draining by cheap ditches, instead of the expensive tile system. This system is not as "fool proof" as the subdrainage system, but the chances are good for making a crop to help pay for putting in the tile.

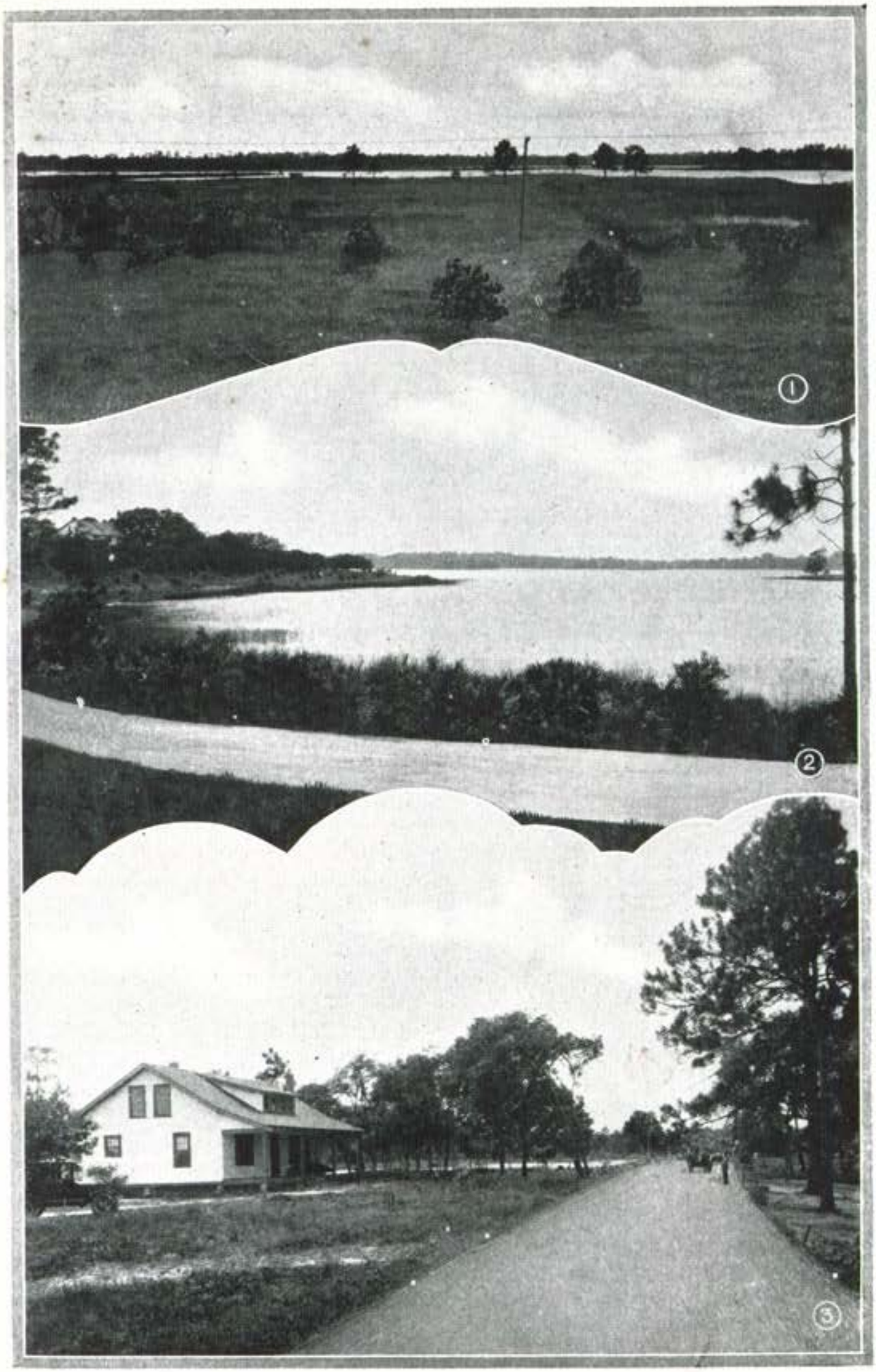
Those sections of Florida specializing in the cultivation of potatoes use very little tile drainage.

## STRAWBERRIES

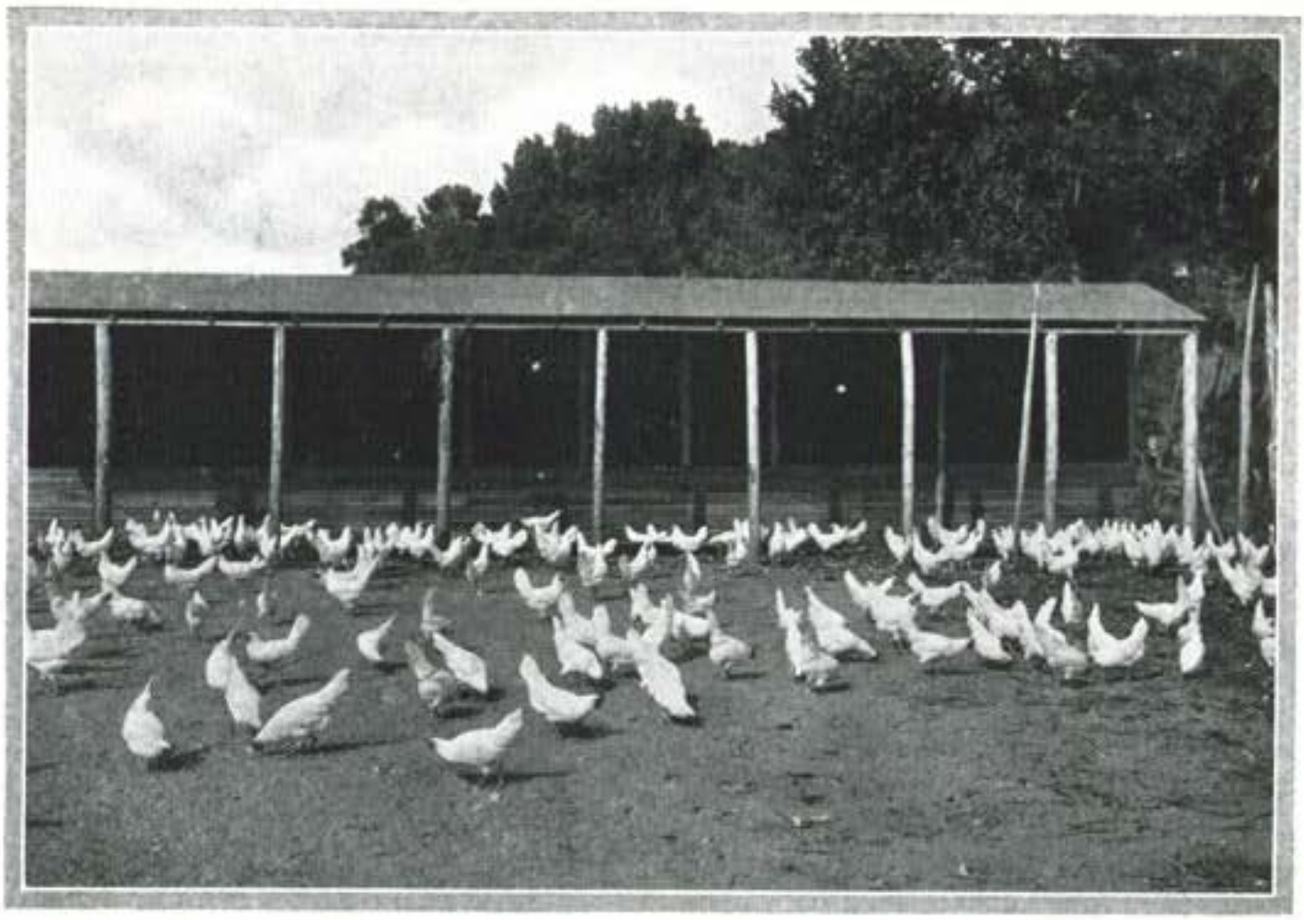
There are thousands of acres of land in Seminole County on which strawberries can be raised profitably. The subirrigated, subaerated and subdrained farms in the trucking area, where there is a high percentage of humus present in the soil, are especially adapted to this industry, as drainage is a very important item to be considered in the raising of strawberries.

Experience has proven that the best varieties of strawberries that have yet been produced in Florida are the Missionary and the Klondike. The plants are set from 12 to 14 inches, in rows 3 inches apart. Approximately 15,000 plants are set to an acre. These plants are set out more closely in smaller patches where cultivation is done by hand, 35,000 plants hav-

**For shipping its mammoth production of vegetables and fruits the Sanford district pays annually railroad freight bills in excess of $2,000,000. This is, per capita, the largest amount paid by any community directly served by the Atlantic Coast Line Railroad.**




Views of Lakes and Roads at Lake Mary and Crystal Lake.



Seminole County Raises Prize-Winning Poultry.

ing been set on one acre. The setting is done from September first to November first.

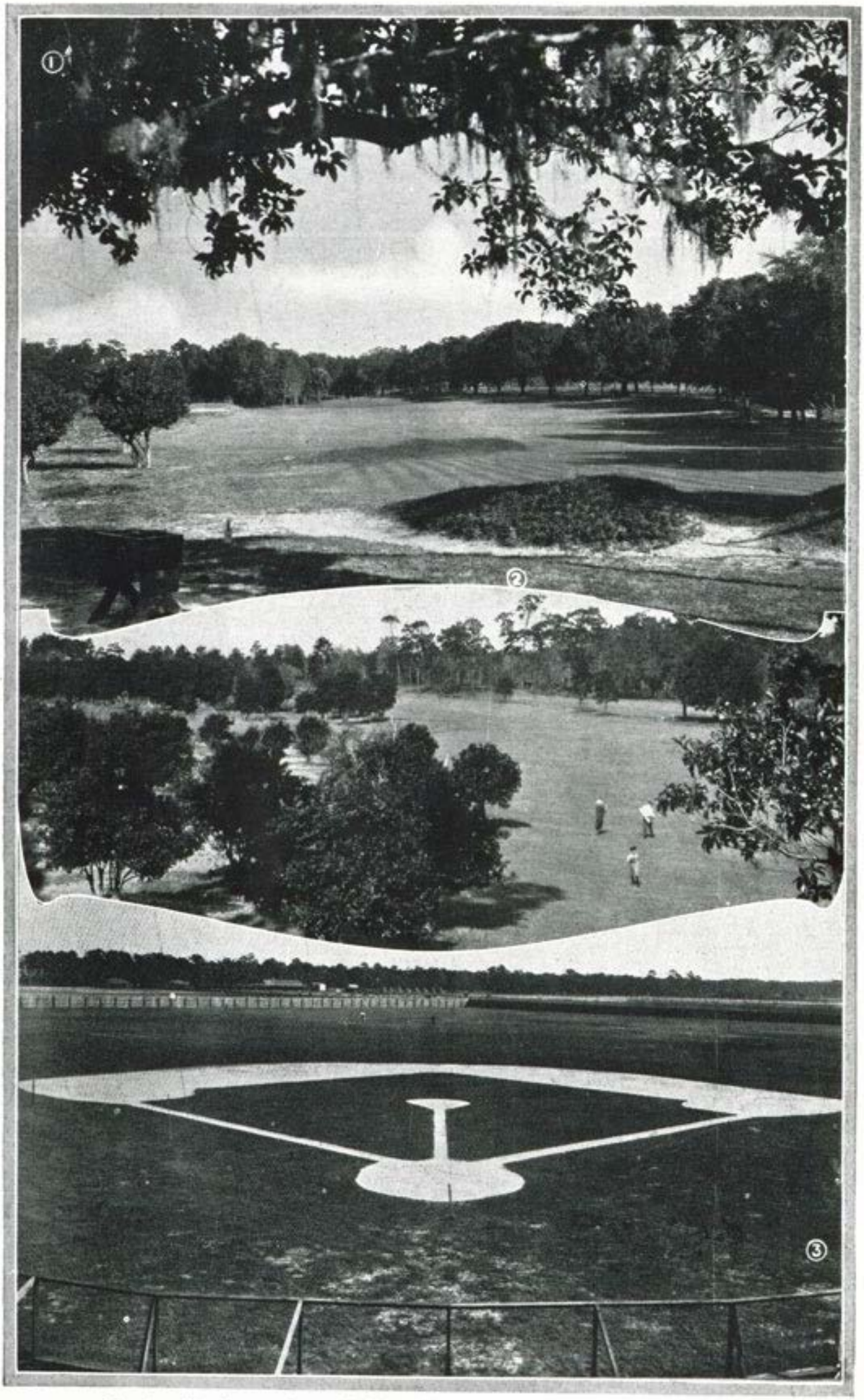
A yield of from 1,500 to 3,000 quarts may be expected from the first of January to the middle of April. On the more intensively cultivated small acreages much higher yields should result. Even after the middle of April many berries can be picked, but the prices will be lower due to large acreages coming into production farther north.

Strawberries should produce an attractive revenue particularly for the small farmer who can, with his family, perform a large portion of the labor required during picking season.

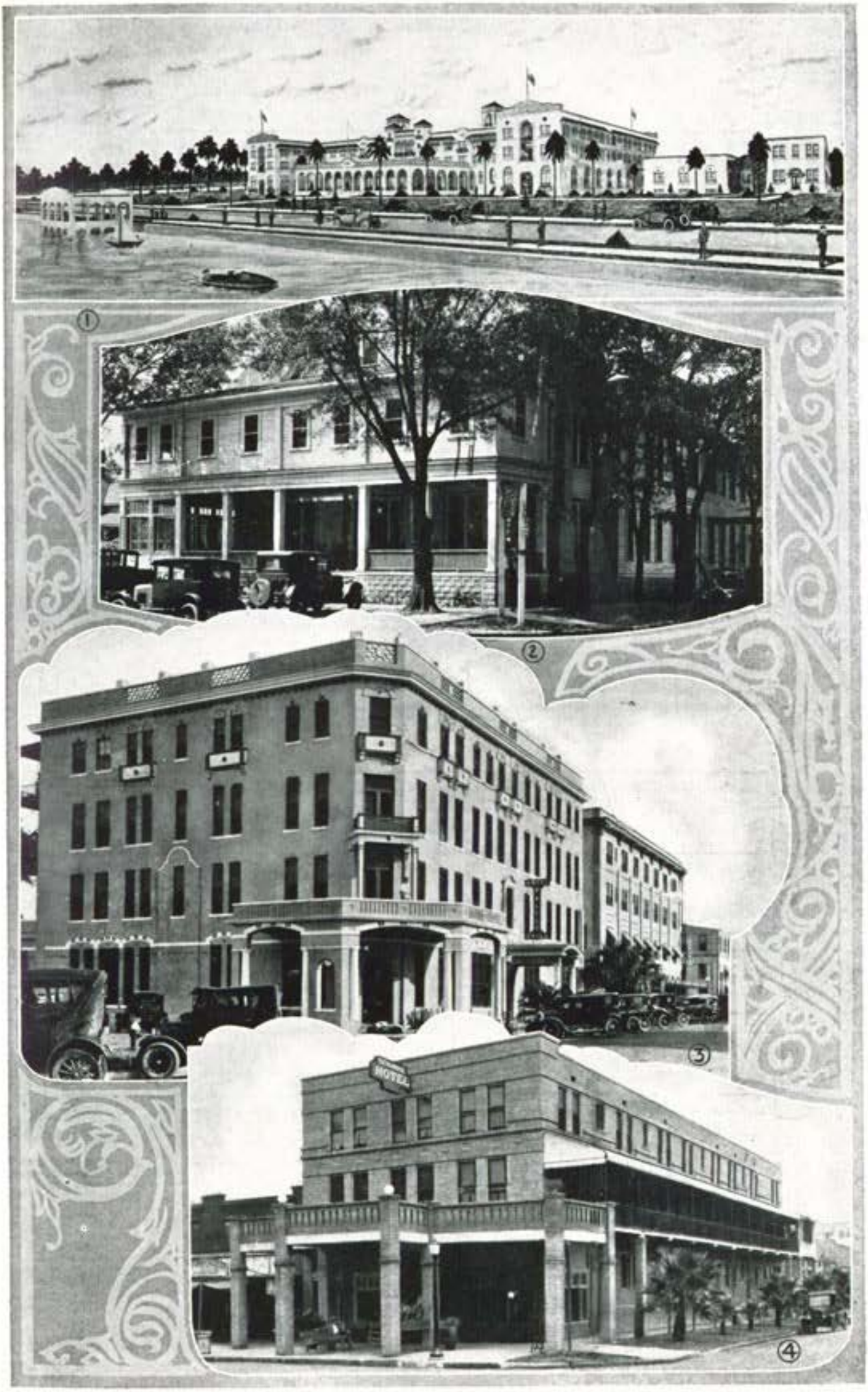
## SWEET POTATOES

A crop which has received little attention in the past, but which has shown good profits, is the sweet potato. This is a crop which can be grown to perfection on the higher soils of the citrus sections. The potatoes are bedded in the early spring and set in the field from the first of April till August. The early plantings are made from draws from the bedded potatoes and the later plantings from vine cuttings. The earlier potatoes bring the higher prices but the later plantings yield better, due to more favorable moisture conditions during the rainy season of summer. They are harvested from July to frost. One hundred to one hundred and fifty bushels per acre are considered a good yield. Truckers could well afford to grow a greatly increased acreage of sweet potatoes.

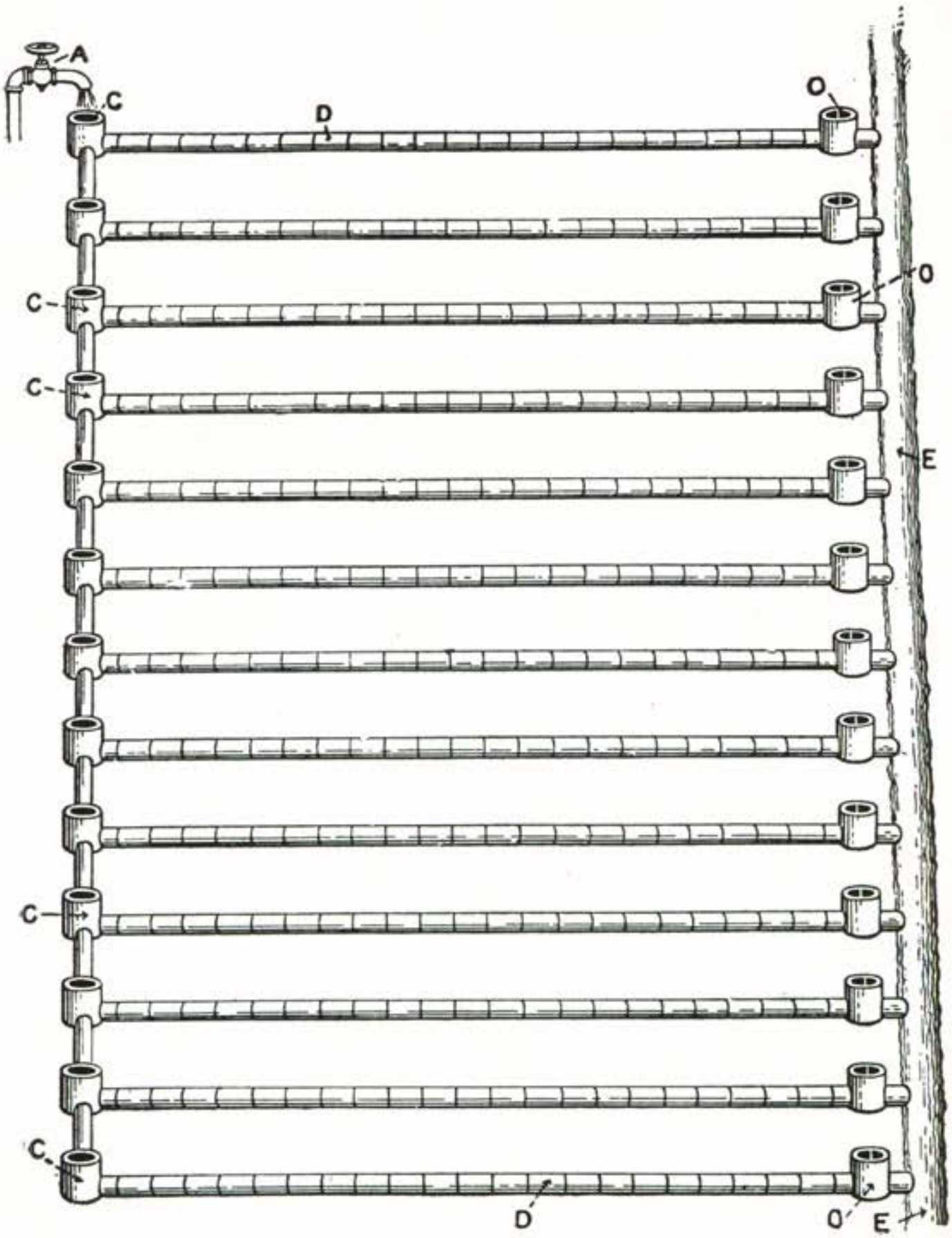
**Seminole County Raises and Ships More Celery Than Any Other Section in the World.**




Nos. 1 and 2. Orange Groves Skirting Fairways, Sanford's Municipal Golf Course.
No. 3. Sanford's Municipal Athletic Field.




No. 1. Forrest Lake Hotel. No. 2. Montezuma Hotel. No. 3. Valdez Hotel. No. 4. Seminole Hotel.




DRAWING SHOWS SYSTEM OF SUBIRRIGATION AND SUBDRAINAGE

A—Stop-Cock on Pipe from Artesian Well.

C C —Standpipes controlling inflow and egress of water.

D—Rows of Tile across field.

E—Drain Channel.

Picking Strawberries in January Near Sanford.

## EXPLANATION OF THE SANFORD SYSTEM OF SUBIRRIGATION, AERATION AND DRAINAGE

When truck raising was started as a commercial proposition, the fields were watered from the surface by a system of ditches between the rows of plants, as a result of which plants were scorched, crops ruined and practically complete financial loss sustained. Today no person familiar with conditions in Florida attempts to grow vegetables on a commercial scale without irrigation.

The accompanying diagram shows how the Sanford system is laid in the field.

The upper left hand corner "A" is the flowing well which discharges into a large tile standpipe.

C is at the standpipes along the supply main, the latter being made of four-inch tile. By plugging a hole in the standpipe any single line of tile can be shut off from the water and any other line of tile can be supplied at will. This permits water to be applied to an exact portion of a field which requires moisture without wetting portions that do not need it.

The rows of three-inch tile through the joints of which the water seeps up and wets the field from the bottom of subsoil are clearly defined on the diagram as "D." These joints are covered with sawdust, paper or fibre to keep sand and dirt from working into the lines of tile before being covered over with earth.

C is the controlling box, in the center of which is a partition with a hole through the lower side with which the tile is connected, another hole in the partition, 12 inches above the first hole, and a V-shape split in the top of the partition. This empties into a ditch "E" in the road and carries off the surplus water.

The system is installed by laying rows of tile from 16 to 24 inches beneath the surface, 18 to 24 feet apart, running the short way of the field, there being a fall of one inch to every 100 feet, which is sufficient to allow the water to trickle through without loss by friction. These rows of tile are connected with water-tight arrangements at the four-inch feed-main which is in turn connected with the standpipes. The open ditch, or sewer, is on the lower side of the field and receives the surplus water from the lines of tile. Two feet back from the ditch,

No. 1. Woodland Drive at Paola. No. 2. Lake Scene Near Paola.

**Sanford Municipal Pier and Yacht Basin.**

or sewer, is the controlling box C, which is used to dam the water back in the field. This box has three outlets, one on a level with tile which, when open, permits all excessive rainfall to drain into ditch, or sewer. The next higher outlet is 12 inches above the first, and when the first outlet is plugged permits a level of 12 inches of water in the field above the tile. When the first and second outlets are closed the water will then back up in the field to within two inches of the surface. By opening and closing the outlets in the partition of the controlling box the quantity of water applied to the plants can be measured to a nicety.

During the periods of excessive rain the well is shut off, the lines of tile are left open, thus draining all surplus water out of the field at once. See E. Sanford farms can be cultivated within four hours after the hardest rains. The controlling box is made of cement, and is 22 inches high, 12 inches wide and 6 inches thick, with a cement partition in the center. Cement bottoms are made in the intake pipes A and the direct connection with the intake pipe, controlling boxes and feed mains are made water tight. Iron nipples of various sizes are used in making these connections. The holes in controlling boxes are also fitted with iron pipe linings.

Air is also necessary to plant-life and this system of irrigation assists in applying air to the very roots of the plants. This subaeration, also, is of considerable importance as a means of protection in cold weather.

To prepare an acre of land for growing vegetables by installing an irrigation system which costs approximately $250.00 may seem a foolish waste of money, but the productivity of an irrigated acre, when properly farmed, is so much greater than it would be otherwise, that the owner is fully justified in going to this expense. As an instance, an acre has produced 70 tons of vegetables in a single growing season of nine months which sold for $4,064.00 excluding freight rates of approximately $1,000.00, which is admittedly an excellent revenue from one acre.

**Country Home Near Sanford.**

In the history of this section, there have been instances where $32,000.00 worth of lettuce and cucumbers were marketed from 22 acres. This particular instance, of course, is the exception rather than the rule. From one to three thousand dollars is not an unusual revenue for a single acre. Small quantities of unimproved irrigable land left in the celery delta sell from $150.00 to $200.00 and up, per acre, while the improved land is valued at from one to two thousand dollars per acre. It is also not unusual for land that has been in cultivation one season to sell for these prices. Three years' cultivation brings it up to its maximum of production and each succeeding year adds to its values on account of its high rate of cultivation.

Experts from the Department of Agriculture at Washington who have investigated the Sanford system of subirrigation have pronounced it the best method which has ever been devised or brought to the attention of the department in applying moisture to plant growth.

An artesian well will cost from $75.00 to $150.00, and so far as is known, will flow forever. Wells are now in use that have been flowing for the past forty years, in all there are over 3,000 wells in the Sanford Celery Delta, not all of which are used for irrigation purposes, however. No perceptible decrease in the output of these wells has so far manifested itself.

There must be a subsoil of clay or hardpan at from two to four feet beneath the surface before this system is possible of application. If this subsoil is, for example, 3 feet below the surface and the system is installed and the water turned on, no moisture will begin to come to the surface until the 18 inches of the earth between the lowest side of the tile and the subsoil has become completely saturated with water. When this is done the moisture is then drawn to the surface by capillary attraction. Seminole County is practically the only area of considerable extent where this system of irrigation can be applied.

The item of good drainage is just as essential as an inexhaustible supply of water, the system of tile acting for this purpose when there is an excessive rainfall. Since the adoption of this system no crop failures have ever been recorded.

# *Seminole County Statistics*

TWENTY-FIVE per cent of the revenue derived from taxation is expended on schools, and 33 per cent on good roads. The total wealth per capita for the county is approximately $700. Seminole County has at present 91 miles of hard-surfaced roads. A Bond issue in the amount of $1,750,000 has been voted, which will pave 88 miles of new roads and improve 45 miles of the present road system. This sum will cover a three-year program. (See map.)

One of the largest poultry developments in the State is now in progress in Seminole County. Seven thousand acres of the choicest of Seminole County lands have been purchased for this purpose.

The recent State agricultural census shows 60 per cent of Seminole County citizens to be home owners.

Sanford, the judicial seat of Seminole County, is one of the best paved cities in the United States.

The population of Seminole County, according to the 1925 census, was 14,500.

The average temperature for Seminole County, according to Government statistics, is 72 degrees.

Seminole County perpetuates the name of a tribe of Indians who originally claimed Florida as their home.

The assessed valuation of the county in 1925 was $8,000,000.

Seminole County produces 73 per cent of all the celery grown in the State, and 33⅓ per cent of the entire production for the United States.

The business of the county is administered by a Board of Commissioners elected from five political divisions.

Seminole County has twelve schools.

The bond offerings of the county for improvements invariably bring large premiums.

The Board of County Commissioners made provisions in the budget for the sum of $16,000 for publicity purposes, a portion of which amount defrays the expense of this booklet. The information contained herein was compiled by a joint committee appointed from all sections of the county. This committee represents the Seminole County Association of Chambers of Commerce. The commercial organizations of these communities are as follows: Altamonte Chamber of Commerce, Chuluota Chamber of Commerce, Geneva Chamber of Commerce, Lake Mary Chamber of Commerce, Lake Monroe Chamber of Commerce, Osceola Chamber of Commerce, Oviedo Chamber of Commerce and Sanford Chamber of Commerce.

For further information address any one of these organizations, or R. W. Pearman, Jr., Secretary Seminole County Association of Chambers of Commerce, Sanford, Florida.

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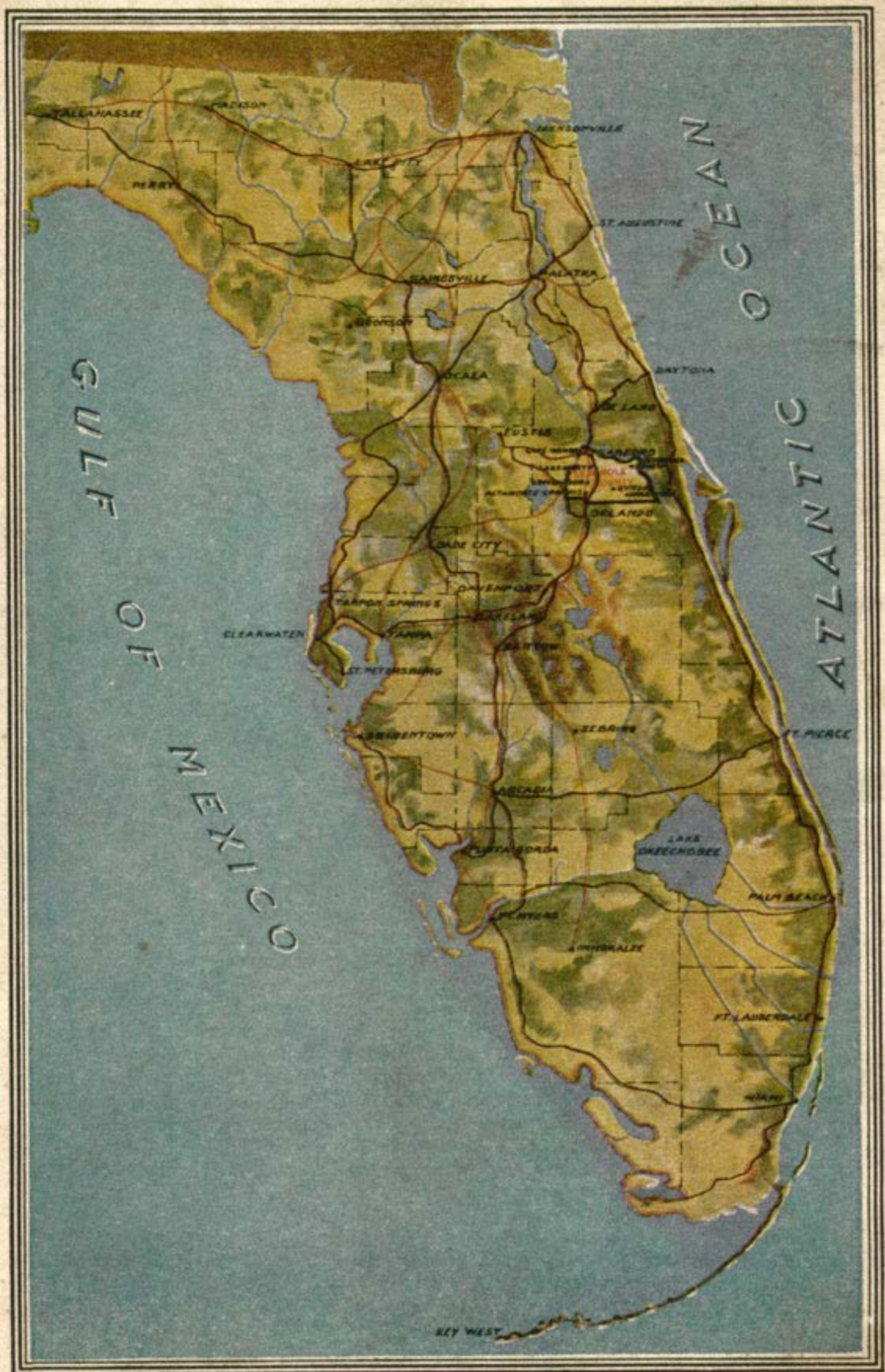
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